Accent on Youth
In Longhair Boom

Cliburn Impact Can Keep Going
For Young, U. S. Talent

By BOB BERNSTEIN

New York—The American Academy of the Performing Arts has announced that Van Cliburn, internationally renowned pianist, is now a member of its board of directors. The academy is an organization of eminent musicians, critics, and musicologists dedicated to the advancement of music in this country.

The academy has announced that Cliburn has been appointed as the first director of the academy's newly created Youth Division, which will focus on supporting young musicians and promoting music education in schools.

Cliburn, who made his debut at the age of 15, has won numerous awards and accolades over the years, including the 1958 Tchaikovsky International Piano Competition, which he won with a perfect score. He has performed with orchestras around the world and has recorded extensively.

He is known for his technical brilliance and his ability to communicate with audiences of all ages.

Cliburn's appointment to the academy's board and his role as Youth Division director are significant steps in his ongoing work to promote music education and support emerging talent.
Indies Squeeze Distribrs and Distris Squeeze Indies

Indies Put Pressure on For Freebees

NEW YORK — The new rec-
two-record indie label is having a hard time lining up distributors for its product these days. With the glut of single producers on the market today, and the limited number of distributors per city, the average distributor is in the strongest position he has ever had. Thus many are putting the pressure on the new indie labels for deals and freebees in order to handle their distribution. Even established indie labels, while maintaining that pressure, are indicating that the time has come for some of the more aggressive indie labels in Chicago.

It is at all, but for a new, anxious label to be told by a distributor that he won't take its records before he will handle the disk. He might even be told that he simply doesn't have any money, that he agrees that he will not sell the mix, if it happens, to any disk that does not distribute then the same. Some deals the same. Some deals with one distributor will even ask, assuming they like the record, that the record manufacturer okay, a split of the tune with one of the best distributors. The preference that that will pave the way for more. Some even want list in. This agrees on new labels.

NARAS Sets N.Y. Meeting For Members

NEW YORK — The first general membership meeting of the New York Chapter of the National Academy of Recording Arts and Sciences (NARAS) will be held on Wednesday, May 28, at the Park Sher-
tons on the East Side. The record business is invited to attend. The business part of the meeting will be chaired by Vinnye Cape- llo, president of the Peggy Cove- Lombardo, now on the roof with his swinging band. The Chico Hamilton quintet will perform.

The New York chapter has wel- come into the NARAS fold the first British members. They are band leader Geraldine, conductor-ar- ranger Bill Brown, and English Decca Records. 

Other new members of the New York chapter are Steve Allen, De- mersi Mitropolous, Rife Stevens, David Gunner, Gino Marchetti, Bobby Custer, Denny Peer, Leopold Stokowski, Eddie Condon, Hugo Winterhalter, Mitch Miller, and others.

15 Pubs Sue Chain Outfit

BY BOB POLONZY

NEW YORK — In an important move, a number of retail chains have decided to cut down the quality of their sales in order to increase their sales. This move has been opposed by many retailers and manufacturers, who feel that the quality of their sales is vital to their success.

In a move that was expected by many, some 1.5 million copies were sold of the latest album by The Beatles, "Rubber Soul." This album was not manufactured by any of the record companies. The Beatles contained hit songs and sold for 49 cents, according to a release from the Warner Brothers.

Steve's was filed by Julian Acheson, following consultations with Harry Fox, publishers' agent and trustee of the Copyright Act.

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REAL SWINGING SUMMER SET

Jazz Festivals at New High, Stars Booked Coast to Coast

By BEN GREVATT
NEW YORK—As Newport's Dave Brubeck, Coleman Hawkins, Red Stewart and Joe Turner shape up as the most sought-after artists for what promises to be the most promising summer of all jazz front. Despite continuing talk of recession, jazz entrepreneurs are gobbling up shows as fast as they can be set up in any previous summer, with plans already being announced for shows coast to coast.

The granddaddy of all the, the Newport Jazz Festival kicks off the annual round of sessions with its most prestigious line-up. The big names are in prospect for the Great South Bay (Long Island) Festival—Stony Brook, Long Island, N.Y.

Stereo Disks

In Liberty's June Output

NEW YORK—Liberty Records is issuing five stereophonic LP's for release June 20 (marking the label's debut in the stereo market) with labels already recorded and slated for release in August.

Stereo disks are now recording all of its albums in stereo for the past couple of years, and now has completed its stereo catalog.

Blewer Puts the Blast on Some Pub Ethics

NEW YORK—Cadence Perry Audio Inc., distributor of the Cadence line of Hi-Fi equipment, recently held its annual conference last week to blast the "general professional manager of a music store" who "sells records because he gets the size of each Down payment, and not making any payments to the Cadence artists.

New Ampex Line Handles 4-Track Tape Stereo Disks

CHICAGO—Ampex Audio Inc., manufactures and patents metal-magnetic tape playback equipment, stereo machine and stereo disk, has announced another addition to its family of playback equipment, both recordable and playback recordable. The Ampex 4-Track Tape Alone now includes a variety of aperture sizes, from small to large.

Bills Would Let Gov't. Be Sued

WASHINGTON — The House last week passed a bill which would allow a copyright owner to sue the government for infringement. Legislation, authored by Rep. R. N. (D-Calif.), would enable the copyright owner to take action against the U.S. in federal court. Claims for the recovery of "his reasonable and entire compensation as damages for such infringement.

Party Games

Small-Format Packages

NEW YORK—Roulette Records is releasing an all-out promotion of small-format packages, Co-Record Operators. The albums feature well-known legacys and legitive stars in sets from the 20s to the 40s, with well-known price and value. Cimick is that a blank space is left on the disk for one to fill in the price and value of the LP's, thereby allowing the buyer to personalize his own LP's, to be called "the Roulette President.

Capitol Issues Four 'Location' Specials

Hollywood—Capitol Records is releasing a recurring interest in "location" recordings. In its series of "location" LP's, the "Freshmen in Person," recorded on location of the Capitol's Junior College, "Los Angeles, Vegas, Style," featuring Louis Prima and Keely Smith, and "Location," recorded at the Sahara Hotel.

Columbia Pict's Label: Colpix

NEW YORK — The new record office of Columbia Pictures, collective name of its "COLPIX RECORDS." Gene was selected from some of the most popular artists within the band, and not "as a favor," as "you well like.

New Billboard

Vista, Highland Park, Ill.; the Long Beach, Cal.; the Golden West, Los Angeles; Hill, Ignacio, the Hollywood Bowl, West Hollywood, Irvine, Riverside, Orland, Monterey, Santa Barbara, Ventura, B. C., and French Lick, Ind. The last named is the most imposing new entry and will be staged by Newport impresario Mike Several, who also handles the famous jazz week at the United Artists, New York. From the Great B McRae, Sarah Vaughan and the International Youth Band, Dinah Washington, Billy Eckstine, George Shearing, the Jazztet, Stan Getz, Max Roach, Jimmy Cliff, Tadd Dameron, Ethan Thomas, Louis Armstrong, Duke Ellington, Joe Turner, Pete Johnson, Ray Charles, Chuck Berry, Big Maybelle, Carla Thomas, Mahalia Jackson.

Stereophone, stretching over five concerts on the July 7 and August 27 dates, Joe Turner, the Cecil Taylor Quintet, Gerry Mulligan, Charlie Mingus and Dinah Washington, the Fletcher Henson All-Star, Jimmy Rushing, Pepper Adams, a reunion of Slam Galland and Slam Stewart, Dave Brubeck, Billie Holiday and the Newport All-Stars, the Stany Brook band on Long Island.

Stereo Disks From Atlantic Include MJQ

NEW YORK—Atlantic Records has issued its first round of stereo disks. The set of five disks will be of the MJQ. The disks are "One More Thing," the original sound track for the movie "No Sun in Venice," starring the Modern Jazz Quartet, and "The Man With the Golden Horn," featuring the Modern Jazz Quartet, Joe Turner, the Cecil Taylor Quintet, Gerry Mulligan, Charlie Mingus and Dinah Washington, the Fletcher Henson All-Star, Jimmy Rushing, Pepper Adams, a reunion of Slam Galland and Slam Stewart, Dave Brubeck, Billie Holiday and the Newport All-Stars, the Stany Brook band on Long Island. (Continued on page 43)
Nets, Disk Spokesmen Take Offensive Vs. Smathers Bill

By MILDRED HALL

WASHINGTON — A set of spokesmen for the two top networks, their own record companies and some prominent defense-offensive last week (21) in testimony against the Smathers Broadcasting Bill, which was made during senate hearings on the Smathers Bill.

Goddard Lieberson, president of Columbia Records, and Sal St. Vincent, V.P. of Columbia Broadcasting, told the Fasteste (D., R.J.) that affiliations between the networks and record companies has "affirmatively served the public interest." The affiliation, he said, has "victimized the music industry from many independent record companies" and "froze" certain ASCAP policies, said St. Vincent.

Recording of full scores of ASCAP music, like "Pat Joe," "Sandstone" and "Pony and Best," by net-owned record companies, was not in the interest of the music and of the shows them, said Lieberson. Arthur Schlesinger, who represented the recording songwriters, said he was being "considered" and asked, "What do they attack networks like CBS, those who own the record company, and then -- call it 'promotion of music,' you mean in your bill, ASCAP?"

However, CBS may "examine its continued ownership" of the nine stations that would be within the bill's scope of the $100,000,000 suit of the songwriter as it is negotiated, said Lieberson. "The bill is just too much of the consideration," he said, "for CBS to the Collier (D., N.Y.) Anti-corporate Subcommitee in 1956." But if

Wakely Issues First Disks On Shastore

HOLLYWOOD — Jimmy Wakely has launched his own label, Shastore Records. But he's not going to get his first disk on the market, as he is quoted on the West Coast as "a real deal." Shastore Productions, which he formed with Larry Chance, Pat Boone and rock 'n' roll rockability originals (published by Wakely's From Riverus Music Inc., Rock 'Rock' Baby, and Sugar Candy.

National distribution is set under a new record distributing company, Modern Record Distributing Company, which is handling the Shastore Product line, Burke Service Company is handling the Southwestern Division, Pacific Northwest, Pan-American Record Supply in Denver is handling the Western Division, and the Shastore Supply Company has the Oklahoma City District.

Records are being pressed by Anchor Pressing Company, Los Angeles, Shastore Records headquarters in North Hollywood.

Chudd O' Seas To Talk Sales

HOLLYWOOD — Leo Chudd, Imperial Records producer, left a two-week vacation in London, England, with overseas sales affiliates on new Imperial product. Chudd has meetings scheduled in London, Hamburg, Milan and Zurich. According to Chudd, next year's major Chudd sales program for overseas is a series of U.S. hits and Chudd's three dozen salesmen for foreign salesmen.

Allen Package Gets Big Push

NEW YORK — The current Allen Silver Allen package, "Hit F, Music for Influentials," is being pushed by a heavy promotion campaign.

RCA Victor will be in a tie-up deal with the Saturday Evening Post, and the cover story will be the concept for an ad promotion campaign.

Nina Weinstein, sales chief for the label, announced that promos will be mailed to influential television critics, and an all-screen printed display piece for key accounts and local salesmen.

Edna Burnside, publicity chief for the label, announced that free and open interviews with artists will be available, and that a "Clearing House" album will be released.

Waldenso noted that the promotion is for a new music license contract which was negotiated in 1941, and approved by ASCAP's board for use in all except the West.
NAMM GIVES 80G TO FIND MUSIC OF FUTURE

CHICAGO — Russia may have launched a satellite before America, but there are still lessons to be learned from the Soviet people. And now, Russia is looking to the United States for their new satellite, the 80G. This is the same satellite that was launched by America in 1957, and it is now being studied by the Soviet scientists. The satellite is being used to study the Earth's atmosphere and the effects of solar activity on the Earth. The satellite is also being used to study the effects of cosmic rays on the Earth's atmosphere. The satellite is being used to study the effects of solar activity on the Earth's atmosphere. The satellite is also being used to study the effects of cosmic rays on the Earth's atmosphere.
GOV'T CONTROL OF PD? WHY NOT BREATHING?

NEW YORK — The Billboard's story (May 19) about Strauss Fulbright's bill to put PD under governmental control is driving the music business, in giving it all rights to present and future Public Domain material. Billboards report the following comments from songwriters Marvin Moore and Bob Dave.

"It isn't surprising," note the boys, "when you consider that Washington is turning its attention the last several months to the phonograph records, "An old song on any given day lately have been more songwriters taxifying on one thing or another in Congress than were watching the scum at the Bull Building.

"However, some interesting problems arise. If we have a PD song we are soon to be in the position of infringing on the Under if not, we can later adapt our adaptation again? Can we adapt someone else's adaptation to the present time for all PD impovers? Well, at least Tchaikowsky and Chopin would probably not enjoy any of their best tunes."

ANCIENTフルBRIGHT is saying, "This is your government meeting us Friday at 3 p.m., and bring all your PD songs to the hearing, June 30, 47, and 78.

"ANCIENTフルリバート, you say you can tell we have a hit when the law suits start to surface. We must take only awhile to show only basic similarity. It's tough enough now with only 50 years of moral output worry about. But what chance are we going to have when the government lawyer traces us back to an apparent source in one of King's or Wise's pastorale originally scored by吸收ing music and harmonizing ensemble?

"ANCIENTフルリバート, it's that about the issuing of the license under the government's protection operation? We have discussed this matter thereby and wish the music business to know that the new legal step—the administration of PD patents. If we can work it out we will be happy to give advice under any federal designation to license: Use of the PD on the phonograph record, and 2, Use of file (as created only under one of several long-songs, and no longer protected methods)."

Joy Records

NEW YORK — Joy Records, newly formed disky subsidiary of Specialty, Inc., released its first record last week—a revival of the firm's novelty-standard "There Little Fishes" by the German Sisters. The flip is "Sock Hop."

Joy, a group of seventeen (seven and 1013 years old) attracted some at the "There Little Fishes," with their wailing of "Jesus Is My Santa Claus." George Joy, who is setting up distributors in key cities, said he would be interested in the present on a free-lance artist and repertoire basis. The German Sisters' date was supervised by Eddie Kissick.

Poplar Records

Signs Up Clowers

NEW YORK—The Clovers have signed a long-term pact with Poplar Records. The group, which has been with Atlantic Records for the past seven years, is now working on some material for the label. The group's future is being handled by Roi Keefert. Poplar has been rerecording Billy Mitchell of the Clares as a single for the past few months and now all of the group will be united again on Poplar.

The Clares have more than their share of chart hits to their credit and making noises out of such items as "Pool Fool" and "One Mint Julep.

M-G-M Has 3 By Chevalier

NEW YORK—M-G-M Records is introducing three new albums by that gallic cat, Maurice Chevalier. They are "Two Lovers," "The Jig" and "The Gig." The last title, the "Gig" sound-track album, is a five disc set, and the "Two Lovers," a two-disc package, LT. titled "Yesterday and Today." These two packages, labeled Vol. 1 and 2, respectively, will be titled "Maurice Chevalier Sings Broadway." The discs were engineered by Mike Pasti and "The Flying Flattters Around the World on Mercury," "The Four Sterees" by Chuck Berry on Chess, and "Sams Cooke on Keen."

Frank Norger of Frank's One-Stop in Des Moines names "Oodl My Soul" by Ritchie and "Music on the Street," by Johnny Cash for his best new release this week.

Mr. Bashnack of A-I Record Distributors in New Orleans reports unusually heavy action on the late Chuck Willis' last Atlantic, "Music on the Street," by Johnny Cash. Barrett, program director of WITN in New Orleans, placed the release on thirteen of the sides from the album daily. Barrett and Larry Ragan, A-I's promotion chief, created a propaganda to help market the album, whereby five of the LP's are given away each day to the first customer who purchases a copy from those writers in order to be eligible for a drawing. As a result, demand for the LP's has been tremendous, according to Bashnack. In the past 10 days, A-I has moved over 1000 copies and 200 more have been ordered. "My Life," consequently, has become one of the most praised LP's of the New Orleans market, overrunning "Oodl My Soul" by Little Richard, "Come What May" by Claude McPlatter on Atlantic, "64 Hours" by Bobby Mitchell on Imperial and "Bottleneck Pin" by Billy Mitchell on Mercury. Norger, after five years of belting out music, has decided to leave the music business for a month. The firm has been purchased by Acme Music of Minneapolis.

DISTRIBUTOR NEWS

Frank Holland of Mutual Distributing Corporation in Detroit reports his three strongest Coral discs are "Ding Dong," by the McGuire Sisters, "Raye On" by Bobby Horry and "You Can Go My Head" by Don Connolly. Other hot platters are "Will the Road Be Paved," by the United Artists, which Holland states has really come alive in the past few weeks. Holland also reports "It's Goodbye" by some of his strongest LPS are "Make Room for Tiny" by Little Tiny on Brunswick and "Lawrence Welf Fell Near Fountain" on Coral. Holland said the "Lawrence Welf Fell Near Fountain" LPS has been selling well Godfrey Dieke, who handles Dot and London records for Mutual, also reports that Mutual's "What Are They Doing In There" single has been selling very successful. The firm is way over quota. Hottest item in the Mutual stable last week was "I Can't Wait" by the Smothers Brothers. Phil Goldberg of Becton Sales Company in Charlotte, N. C., calls "Got A Match" by Lou Stein on Mercury, "For Someone I Love" by Jerry Butler on Falcon and "Pretty Baby" Bobbi Smith on Modern are some of the firm's most successful records. "All of My Life" by Sam Cooke on Keen is also peaking. Hottest item in the Becton stable last week was "I Can't Wait" by the Smothers Brothers.

"This Happy Feeling" by Debbie Reynolds is also moving well. "As Long As I Have You" by Curt Everly has been getting a good initial reaction. "To Be Loved" (also by Will) is still selling well. "Room for Tiny" by Little Tiny on Brunswick and "Dance With Me" by the Clovers are also well. "My Little Darling" by the Chances is on entering stage major.

Johnny Halofa of Alpha Distributing Company has several hot records coming. Top discs are "Take Me" by the Coasters on Aten, "High School Confidential" by Lee "Lewis & "Gus" Things Happen That Way?" by Johnny Cash, "Right Bay" by Van "Vanguard" by Jimmy Hanholz on Imperial, "For Your Love" by the Believers, "We'll Never Love Again" by the Champs and "Jennie Lee" by Jan and Arnie on Arwin are also tops among his 1500 albums. Norger, after five years of belting out music, has decided to leave the music business for a month. The firm has been purchased by Acme Music of Minneapolis.

NEW YORK SCENIC—Russ Buchmull of Coral Record Distributors has "Sing Dung" by the McGuire Sisters, "Village in Captivity" by Little Bo PEEP and "This Happy Feeling" by Debbie Reynolds is also moving well. "As Long As I Have You" by Curt Everly has been getting a good initial reaction. "To Be Loved" (also by Will) is still selling well. "Room for Tiny" by Little Tiny on Brunswick and "Dance With Me" by the Clovers are also well. "My Little Darling" by the Chances is on entering stage major.

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NOTES IN THE MAIL: Bob Davgport, branch manager of King Records, Inc., San Francisco, writes that "Make Believe" by Johnny Pate, "Cutha Man's Land" by "The Latin" by Dickie's "My Love" by Don & the Belmonts on Laramie. Records to watch are "I Remember" by the Five Diner on Vll, "If You Don't Dance" by the Rockin' Chairs on Record, "Make Me Smile Again" by Darrell Glenn on NRC, and "Sweetheart of the Prom" by Reed Harper on Vll.

New Fairchild Stereo Cutter On Market

NEW YORK—Orders are now being taken by Fairchild Recording Company for a new automatic turn stylus for phonograph disc cutting being marketed by the electronics firm, with disc cutting recording studios and smaller wax labels being among the first to try the new equipment. Fairchild is promising deliveries by early July. The cutter, according to Fairchild, works on the 45-45 principle of an electrical principle. It uses a single cutting stylus that automatically controls the cutting material LP's, 45's, and 78's for stereo LP's. Ren Narus, chief engineer at Fairchild, and George Alesan, chief design engineer, are primarily responsible for its development.

Van, Savoy and Electra are the distributors placing the cutter round at the present time. Another distribution specialist Rudy Van Gelder having already put one into studio use.
Elvis Presley's new film shapes up as a box-office winner. It's a good, solid, well-made picture, showing the best acting and singing performance of his career. The viewer is given a clear picture of the type of music he can deliver.
MONOURAL STILL KEY TO BIZ, SAYS COL. EXEC.

NEW YORK — "There is no way, and now there will be for a long time to come a volume stereo disk market," declared Al A. Callaghan, newly appointed sales chief for the Columbia Records. The company had made a profit the firm's fortieth anniversary. "A new monaural LP market that will not bring about an overnight revolution for either the consumer or the dealer," Callaghan added. "It will last for years," Callaghan said. "At Columbia, we believe that early in 1959, Columbia will have a full line of stereo LP's. All of Columbia's worthwhile new orchestral and choral works will have stereophonic records. And we believe that the dealers must deal with the new LP for their coming seasons and many to come."

There is an implication that the introduction of the LP record 10 years ago was a "much more revolutionary step" than the stereo disk of 1959. Yet, ... it took 10 years to render the 78 rpm disk obsolete, and the 78 rpm record had both the 45 and the LP putting it down the road to oblivion.

Callaghan also said that the stereo disk will be a more expensive item than the LP and will require new stereo equipment. The sales chief noted that the new LP should be faced with confidence and security by dealers, and that the monaural LP market will continue to be the most important domestic volume market, and the dealers must not expect to be disrupted or diminished by the increasing demand for disks. "The fact is that the stereo disk's introduction will help all sales of records."

Callaghan mentioned that the dealers will be the key people in the sale of stereo disks in that only the best artists will be selected to demonstrate the new product. "The dealer is not only a profit-making link between the producer and the public," Callaghan added. "He is also in the position to select records and libraries that are not only suitable for the stereo LP market but also for the less expensive stereo LP."

In his comments on the Columbia mono LP market, Callaghan stated that the stereo LP market should be merchandised in the same way but in different ways. "There will be stereo and tape recorder to the public. The dealers should emphasize the importance of the new stereo LP's, not the new LP's, and not the new stereo LP's.

He also said that not everyone would be included in stereo disks, but that everyone would be included in stereo LP's. "And that everyone is not adaptable to stereo disks. But there are only stereo disks on the market that have been marketed in a multi-channel reproduction.

The Columbia Records, of several major labels and independents, including RCA Victor, Capital, and others, have all introduced or announced they will introduce stereo LP's. One of the key purposes of the meetings of the American Federation of Musicians is the generation of stereo LP's. Present AFM policy on demo disks in some states.

New York University was mentioned as another possibility for the generation of stereo LP's, but no conclusion was reached by the group. "There was no future for all RCA officials could not be reached for confirmation on this matter."

MAYBE ALLS, SAYS SAVOY

NEW YORK—Last week, reported signing of rhythm and blues singer, Savoy's, recording contract with the Savoy label, which was agreed upon by the Savoy label's president, Phil Spector.

"I have been working with Phil Spector for a long time," said Spector. "He is an outstanding manager and I am sure he will be successful with this new talent."

Callaghan also noted that he was pleased with the quality of the Savoy LP's and hoped that the new LP's would help increase sales of Savoy records.

"We want to promote this new talent and we are confident that the Savoy label will be successful," said Callaghan. "We are pleased to have this new talent and we are confident that the Savoy label will be successful."
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STAND-UP D.J.'s, WPTP, Albany's Duncan Mounsey (right), manager, center with d.j.-program boss Paul Flanagan. Station's jocks do their shows standing up at mike.

Indie Matches DJ's To Survey Tastes

By CHARLES SINCLAIR

"Radio today," says Duncan Mounsey, the 37-year-old executive-vice-president and manager of Albany's WPTP, "has 50,000-watt stations, operating steady New York and New England." Mounsey has a new, exciting sound out of the modern-style music it ats.

Heart of WPTP's aggressive direction, WPTP—which left its network affiliation a year ago to become an indie with strong emphasis on recorded music—has developed a number of other things as well.

In the past year, it has climbed from seventh place in a field of seven major radio outlets in the Albany-Troy-Schenectady area. Now WPTP is pulling as many as 45 per cent of the available radio homes. National spot business on the station is up 400 per cent, and local spot is up 500 per cent.

Mounsey and WPTP have achieved their own brand of "balanced programming" on a musical basis. But, as the young executive points out, "it's only a base—we play the leading popular music of the day, but we believe in programming of originality, lots of community service features, and hourly news."

The real secret of the station's rapid climb in popularity can be most easily traced to a careful matching of three elements—{1} the personality and appeal of the individual star deejays, (2) the recorded music being featured at any given hour, and (3) the makeup and composition of the station's audience throughout the day and night.

Formulas at Work

Here's how a typical weekday develops in the WPTP radio schedule:

MORNING—Paul Flanagan, who doubles in brass as the station's program chief, leads off the parade with a cheerful morning show, from 6:00 a.m., featuring pieces of "break-up" music and much special attraction at the station's new musical I. D. Flanagan's 8:00 a.m. showcase is followed by a 9:13:00 a.m., show featuring "Waltz 'N' Nickles," who roses the up the musical pace to play new and old hits records surveying reveres will go over well with housewives listenes. From 10:00 a.m. to 1:00 p.m., deejay Jack Spector comes on with a bright show, which aimed at noon-hour family audiences, factory workers, and the luncheon trade.

AFTERNOON—At 1 p.m. Nickles is back with more of his relaxed "Housewives Hit Parade," various "Golden Record" hits, and nostalgia pop favorites. Flanagan returns from 3:00 p.m. to the "Afternoon Ballroom," designed to catch the after-school youngsters and family heads driving home.

NIGHT—Spector, the luncheon specialist, is back in the 6:30 p.m. upper period with a somewhat similar selection featuring record requests. At 9:30 p.m., Norm Jordan takes over the circus for a late-night show tailored to adult tastes until 12:00 a.m., when Gene O'Haire comes on with an all-night show featuring the station's "Top 35" record choices.

"We give listeners what they want—at a time they want it," says WPTP's Mounsey.

WESTERN HERO MUST STAY PURE

HOLLYWOOD — Good guys and bad guys, even with a TV-to-motion switch, Western director Walter Mirisch, who releases features and TV series with United Artists, wanted actor Harry Lauter for a hard-hatted villain-type role in "The Man From Storrs.

But a revolt went up from producers of "The Texas Rangers" and "Boxcar Billie," company in several seasons were replaced last year by Telestar Films Executive V. P. David Bonow, who has taken over part of a line-up of three half-hour properties that were shown in 1964 and were developed in the next three months.

According to Bonow, the music series will be filmed on the West Coast, and will feature "names in the music and entertainment field." The other two half-hour entries are local-the "Saturday Night Special" and an′n annual documentary package. All are being filmed for fall.

Times Journal, "The Man From Storrs," will be featured in a five-episode anthology, plus "White Hunter." Calls Deejays A Gamble as Newscasters

CHESIRE, Conn.—Deejays may be free at twirling platters, but they do not necessarily make good newscasters.

That's the considered opinion of WOR, New York City, and general manager of CBS News, who scowled on the latest pollings from the Connecticut Broadcasters' Association Survey and met with last Friday.

"There are still too many stations relying on old-disk jockeys, former saxophone players or inexperienced college graduates to provide a quality news service," he said.

While praising many stations for "doing a great job of making the news," Mieklein added that, in his opinion, "the first essential for the newscaster is to better its superior—news is improved personal-

CBS Unveils New Oratorio


Alfredo Antonini conducted the orchestral forces of the New York Philharmonic, starring Kiese, William Lewis and Morley Meredith as solists in the premiere of the new religious work, commissioned by the National League of American Musicians and the Department of Worship and the Music in Afternoon Stepped Up by CBS

NEW YORK — CBS Radio is stepping up the musical pace of its afternoon schedule, effective the middle of next month, with the addition of its third hour of music in the 4:00 to 5:00 p.m. "Ford Road Show," endorsed by Ford Motor Company. Singers Duke Ellington and Ella Fitzgerald are among the acts who will alternate as vocalists, with Jack Facinelli handling the music direction.

Blye's Shif...
ELVIS PRESLEY . . .

"Billboard keeps me in touch with all my friends in the business."

The Billboard . . .
THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY.
Like it's no secret that the trade is primarily occupied these days with the subject of bought masters. The industry, indeed, has come into its own, they say, with these new masters. The sellable field which promptly set the wheel in motion and provided the basis. It would be interesting to know just how many of the high-priced masters come thus for the purchasers. Sometimes the whole situation is truly amazing to the nonseller, as when you run across in the third or fourth race at a track, where they have maybe a dozen nags, all platers, going down the chutes, all of them carrying the same name, Monopoly. How do you pick them? The gamble must be even greater in the trade itself.

Some weeks ago, it was noted that the four majors were seen to the middle of a comeback on the singles charts. Some attributed the fact that "the majors must be learning a few things about wheeling and dealing from the indies." The majors were getting back into the swing of things following the start-up by the indies. It seems that the majors are coming back in time to give the independents a chance. Between them, the fact that they have a total of 10 records on the charts. But the interesting point is that of those 10, only two, Ed Frank, at a new record, and still another at a new record, have sold.

In fact, it might also be said that of the top 50 records in the chart this week, only four are known to be of the producing specialty. One record would be in addition to the pair mentioned, Dick Wray with "Rumble" on Cadence, and "Billy" on Steltone, respectively. "Rumble" is particularly significant because, like the other hits, this was not produced by an independent. The major is thus trying to get into the swing of things.

The chart still shows a number of interesting points. The same general trend is true of the chart, both in sales and in production. The majors, however, are not yet ready to be considered as "out."
SMASH FOLLOW UP HIT!

CONNIE FRANCIS
I'M SORRY I MADE YOU CRY
K12647

SHEB WOOLEY
THE PURPLE PEOPLE EATER
K12651

1/2 MILLION IN 10 DAYS

DICK HYMAN
YA YA
K12646

ART MOONEY
SOMETHING'S ALWAYS HAPPENING ON THE RIVER
(from the Broadway musical "SAY DARLING")
K12649

MORTY CRAFT
LONG LEGGED LADIES OF LABRADOR
K12648
THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising
News & Sales Tips

Stereo Wax, Tapes Dominate Chi Show

*Continued from page 1*

In the case of Hallmark, their arrangements were an essential adjunct to their new stereo fibric, "Head Firm" is one of the first to have introduced a line of stereo players. The Parts Show is one more step in the realization of a major judder begins about a moment.

New HI-FI Package Sets

Many manufacturers of components are introducing high-fidelity packaged units that are on hand with new stereo disk reproducing systems. For the most part, the units being introduced have been long established with parts made. They are being produced in the same factory for the last year. Typical of these are parts manufactured by V.M. Corporation and Graco.

Both Pilot and Graco are using the "C" package with V.M.'s most important addition to their line, "Model 1200," a 3-speed record player. The package works with four different cartridges in various types, in which a turntable is used. The basic unit will be loaded at $55.

C-E Highlight

General Electric provided one of the show's most interesting introduction of their stereo cartridge. The diamond version is priced at $30 with the chassis, a complete line which will be priced at $30.50. The unit will be available in August.

Graco also showed other additions to their line. These include a bass speaker system kit, a bookshelf bass speaker system kit, a bookshelf bass speaker system, and a "stereo classic," equipment.

Another major component line with emphasis on stereo is Stromberg-Carlson's. The firm showed a complete, highly styled components which is one of the firm's most important in the audio market. The "Stereo-Twin" eight-inch speakers are being manufactured by Madison, and are made from a low-range woofer. The lines shown are part of a complete line and are considered a complete line.

Still another highlight of the show was the Zenith stereo console. The unit was a hit at the show and was one of the most popular. The Zenith console was a hit at the show and was one of the most popular. The Zenith console was a hit at the show and was one of the most popular.

BEWARE OF MISLEADING ADVERTISING

A supplier's advertising that says their diamond simula are "perfect for your phonographs."

THIS IS NOT TRUE!

The supplier's ad are generally badly formed and vaguely charged, to the look of the ad are not those of a real, marketed diamond, and the ad is a ploy to lead the consumer into believing that the product is a genuine diamond.

RECENTON diamond styli are "perfect for your phonographs," to assure customer satisfaction, go to the trouble of sending you a free, uncoated photo证明.

In the product, they all have the same mark, and in each, there is a unique number which is the subject of much contention and dispute.

MAIL ORDER OF THE MONTH—Please send one copy fast, the music album from the film "Gee Gee." Must be with Lester Cason and the main coat.

That's all for this week. Haven't you some funny experience you'd like to share with the others? Send them to "Over the Counter," Care The Billboard, 1904 Broadway, New York 11, N.Y.—FRED FERNITZ.

HEARD OVER THE COUNTER

It's not always the customers who pull the boxes. Leave some time for your customers to go to the store and say, "I'm looking for a new stereo system and maybe you'll find it there!"

Just before Mother's Day a young high school girl asked a record dealer in a downtown Hartford shop, "Where do you keep your operatic sets?"

"I want to buy a nice classical piece for my wife's birthday," was the reply of a person. The salesclerk replied, "I bought a record of a few classical pieces and she liked his Pathetic one!"

An Italian ship captain who couldn't speak much English spent a few fruitless minutes with a record store owner who couldn't make himself understand. Even the outside of the store it looked like they were playing a new version of chandeliers. The captain was about to give up when suddenly he pulled out his wallet, showing the store owner a picture of his brother's family. A Southern plantation. Twenty minutes later the captain bought a $125 set, and the captain had to pay for his brother's stereo.

Jokes about people who studied at one are a dime a dozen, but Herb Rogalsky, of V.M. Corporation, New York, tells of how such an affable person entered his store asking for... "Bu... Bu... Bar..."

At first Herb had a hard time telling him where the nearest 3-speed was located but he held off, listened patiently and eventually sold the customer the complete "Barber of Seville."

"I'm looking for an old one by Glenn Miller, I'm sure you have it."

"What is it? You never lived."

"No, but you're close—It's 'I Know Why.'"

And we have our own sold out lady with the bow in her hat asking for a long playing record of Artie Shaw. And when people wants a particular one. The album has to include the number, Two Feet in the Grave."

MAIL ORDER OF THE MONTH—Please send one copy fast, the music album from the film "Gee Gee." Must be with Lester Cason and the main coat.

Still another highlight of the show was the Stephens speaker exhibit. The firm drew a lot of attention by their unique approach to the problem of providing speakers for stereo reproduction. The system consists of two stereo speakers, a speaker with a single low-range woofer. Because the highs are fairly directional and the bass is non-directional, the firm reasons that the high-range speakers are the most essential in producing a stereo effect. Therefore, those mounted with careful regard to stereo separation.

The bass speaker can actually be anywhere in the room. The effect is one of hearing the bass sound reaching the ear, but away from the high-range speakers. The system is important because it eliminates the need for two large speaker systems in getting a stereo effect.

HI-FI STRATEGY

Workshop Idea Sells Components

- "Use our tools and testing equipment for a dollar an hour," says Audio Workshop

- Idea lends itself to use as traffic builder for hi-fi salesmen everywhere

By RALPH FREAS

A new hi-fi workshop idea is being introduced. It is Yokohama's new hi-fi advertising campaign. It will create a feeling of new hi-fi business. Audio Workshop, 732 Broadway offers facilities to electronic do-it-yourselfers who want to enjoy the wonders of constructed sound systems from kits but don't want to take any risks in the price. The new hi-fi workshop idea is open to one or another reason.

Getting Em Started

"Some people," says Elliott Gordon and David Maclellan, partners in the firm, "will come in and ask if they can have a job. We tend to work with them and show them how to make the computer work. They're interested in the price. We'll give them a couple of connections, they become quite proficient. You'd be surprised."

"And another thing," partner Dave Maclellan adds, "we've got a lot of people interested in a, a "sound" or "music" in reading one. All you need is a minimum of direction and the customers will come out. We give them little in the shoes of a simple problem, and they've able to do a first-rate job."

How They Profit

The partners profit in several ways. First of all, they earn the points on the sales made itself. Actually, they collect $1.50 an hour for time spent by the customer in the Workshop. Third, they earn a profit equal to the profit earned on the installation. The customer doesn't put together, such as kits and hood-speakers.

Included in the list is the finishes of the Workshop is complete test equipment. The over-all profit on another job, they people have a profit to a person, is not. Often they are afraid that you have to use the same tools or a toy, it won't work. At that point, they have to submit to additional charges by a serviceman to put the unit in operation, and if indeed it will operate after adjustment are made.

Work begins with a lesson in soldering. You have to pay $25 for the lesson, but you will enough to offer more variety in price and models. The partners (Continued on page 42)

Soldering is a difficult job. They hope to sell a kit to the customer, to make a good sale.

---END---

Outstanding capital expenditure for setting up the Audio Workshop was $2,500 and a $500-a-month profit is planned. The partners have spent $20 on the cost of a pre-assembled amplifier.

Effort ends in smiles all around as 10 hours later, the assembled amplifiers check out okay. Even after paying $40 an hour for workshop facilities, the shop owner has saved $20 on the cost of a pre-assembled amplifier.
Stereo-forecasting tributors in Calif. told The Billboard, "... new Omegatape firm's recording was ready to return. The Omegatape distributors taking part in the promotion are allowing their dealers a credit of $5 for any two tapes (610 total) they return. In order to receive the $5 credit for each tape, dealers must purchase at least one Omegatape for every two they return. Tapes that dealers can return may be any brand, any kind, in any condition; except demonstration tapes. Dealers can return as many tapes as they like as long as 10 Omegatapes are purchased for every two tapes returned. The "Two for Ten" trade-in idea was initiated in Los Angeles by Dave Hubert, president of Omegatape, and Jack Lewers, manager of California Record Distributors. In many cases, the $5 credit we are offering," said Hubert, "is more than the dealer paid for the tape originally. This trade-in idea will afford dealers a timely opportunity to rid their inventory of old monaural and staggered merchandise."

Hubert, this trade-in idea will afford dealers a timely opportunity to rid their inventory of old monaural and staggered merchandise. The "Two for Ten" promotion, which will be open to dealers until June 15, will include any of the 75 tapes in the Omegatape catalog, except their demonstration tapes. Dealers wanting additional information were asked to contact the Omegatape distributors.

5 New Radios In G-E Line

Three new table models and two new clock-radios highlight General Electric's 1955-56 radio line. Heading the new table models is a $39.95 FM-Mono with authentic seven-tubes plus rectifier, two antennas, a 9-inch "Dynamo" speaker, vernier tuning, and a phone jack. A sliding socket below the tuning dial switches reception from AM to FM, and a special drift-compensated circuit on the FM band holds stations in tune.

Symphonic to New Control

Symphonic Electronic Corporation has announced that the majority control of the stock of the company has been acquired by F. L. Jacobson of Detroit. No change in the present management or inventory of Symphonic is contemplated. The present management and executive personnel of Symphonic Electronic Corporation, who have developed the business to a position of prominence in the high fidelity and phonograph industry, have entered into long-term employment contracts as executive directors of Symphonic Electronic Corporation. This expects that with additional capital contributed by F. L. Jacobson Company it will be able to continue its operations and increase its present profitable business by a considerable margin.

Webcor Has Stereo Kit

Webcor intends to get its dealers into the stereo business "without delay." The Chicago firm is going about it in two ways: they are offering complete "stereofonics" and stereo-converted kits to adapt existing models in the line for stereo reproduction.

According to "Bill" Lettner, sales v.p., the dealers' existing stock of Webcor "Ravenna," "Over- turn" and "Freshie Custom 10" models can be immediately modified. The conversion set is simple, the dealer can install it himself. Says Lettner: "When dealers convert Webcor units with the A-1001 kit, their customers will be able to use any TV set, radio, amplifier-speaker system, or phonograph equipped with input receptacle at the second sound channel."

The kit is priced at $39.95, retail list, to the usual trade margins. More than 250 Webcor service agencies established around the country can help those dealers who do not have their own service facilities. The firm also announced that they have "determined" the conversion program in selected areas, backed up by strong local advertising. Distributors, said Webcor, expected return over the long run.

There's BIG PROFIT in Small Fry!

Parents Keep Buying AUDIO BOOKS!

There's profitable variety for you in the growing list of Audio Book releases. Invite Children's a series in particular demand. Make sure you are well stocked!

- The Wizard of Oz
- Scout reads "The Wizard of Oz"
- The Merry Adventures of Robin Hood
- The Merry Adventures of Robin Hood
- Alice in Wonderland
- Lost in Wonderland

$3.95 list.

Additional $3.95.

$3.95 list.

Other all-time favorites in the Children's Series include A Child's Garden of Verses, Rip Van Winkle and the Legend of Sleepy Hollow, The King of the Golden River and the Great Stone Face. Collier's, Just So Stories, Storytime Favor-

Thousands of 4-speed phonos play Audio Book records. Additional thousands of customers need only Slip on the Audio Book Speed Reduction Record. Additional thousands of customers need only Slip on the Audio Book Speed Reduction Record. Additional thousands of customers need only Slip on the Audio Book Speed Reduction Record.
THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

• Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Popular Albums

JULIE (1-12)—Julie London with Jimmy Rowles Orch. Liberty LSP 3006

Soft-toned Julie London works up a fine romance here with a nice set of relaxed jazz numbers, perfectly to conservative but well-toned backing by Jimmy Rowles’ Orch. Her sultry off-harmony on "Daddy" is enough to make any red-blooded desire race to his turntable, and the cover shot of leggy Miss London relaxing in a white chair in a set of Baby Doll pajamas, will play havoc with masculine blood pressures.

FRANKIE AVALON (1-12)—Chancellor CHL 5901

The disc and roll washers demonstrate versatility on a group of r&b, hits, and standards (including his only best-selling singles "The De Diams" Jack Jones, "We'll Never Meet," "Ain't That Pretty," etc. Avalon has strong appeal for female fans, and this package could move out, as a "Pet," "Ricky," etc.

Classical Album

CHERUBINE, MEDEA (1-12)—Maria Callas, soprano; Various Artists with Orch. & chorus of La Scala (Seiffi), Mercury DL-3104

Here’s a powerful commercial package on several counts, the rock same name and thrilling performance of Maria Callas, the fact that this is the first recording ever made of the Cherubini work. Mercury is re-releasing the most extensive, whole program campaign in its history to push this first "Living Presence" of the package, which retails at $14.94 and is handsomely packaged with a special 24-page booklet containing the complete "Medea" libretto.

Specialty Album

SAN FRANCISCO — MY ENCHANTED CITY (1-12)—David Rose Orch. Seal LS 1309

Johannes, "Swab the Deck" et al, have composed a suite about San Francisco similar to Gordon Jenkins’ tribute to New York in "Manhattan Towers." The disc is quite a colorful and programmatic effort. Various themes and scenes of and about the city are presented by a large group of actors and singers. Rose’s instrumental interludes are effective. Second added to fleet of discs, this disc offers four mood sketches. It’s a delightful album, and can prove a successful item. Navigation on side two is by Don Sherwood.

Special Merit Band Album

PAN-DEMORIA (1-12)—10th Naval District Steel Band (Rosper), Decca DL 8717

Nobody can say the USN isn’t versatile. Debating on this fine-sounding platter is an all-Navy "Steel Band" from San Juan headquarters that can swing with the best of the West Indies crews. They have some original charts and pidginizing on all the usual jazz of the Steel Band Navy, and it’s currently all hands on deck for an eight-to-the-bar original by maestro Rosper called "Swab Handle Blues." A terrific novelty. The royalties, incidentally, go to the Navy’s charity fund.

— Album Cover of the Week —

OLF BUTTERSMYK EYE. knitting. Interesting shot of the touching smile that Harry Connick should prove an artistic glitter, it’s a good dignified event and will have long legs.

• Most Played by Jockeys

FOR SURVEY WEEK ENDING MAY 17

Albums are ranked in order of the greatest number of playings on radio stations as listed in Billboard’s weekly survey among the nation’s disc jockeys.

1. COME FLY WITH ME

Frank Sinatra .................Columbia Cl 933

2. MUSIC MAN

Original Cast ...............Capitol W 990

3. DREAM GIRL

Ray Anthony Orch .............Capitol T 969

4. SWINGING ON BROADWAY

Joni James Orch ...............Capitol T 963

5. THIS IS SATINA, VOL. II

Frank Sinatra .................Capitol W 962

6. SOUTH PACIFIC

Sound Track ..................Victor LOC 1052

7. WARM

Johnny Mathis ..................Columbia Cl 978

8. JOHNNEYS GREATEST HITS

Johnny Mathis .................Columbia Cl 1133

9. FABULOUS DORSEY IN HI FI

Tommy and Jimmy Dorsey ....Col CL 8

10. EDDIE GORME VAMPS THE HITS

Eddie Gorme ..................ABC Paramount ABC 418

Best Selling Pop EP’s

FOR SURVEY WEEK ENDING MAY 17

The information given in this chart is based on actual sales to consumers in a scientific sample of the nation’s retail record centers during the week ending on the date shown above. Sales of each single are broken down by location and all methods used in this scientific study of retail record sales and are the direct and continuing service of the School of Retailing of New York University.

1. JAILHOUSE ROCK

Elvis Presley ...............RCA Victor EPA 4114

2. HYMNS

Sexcapade Ernie Ford ..........Capitol EPA 1-756

3. RICKY

Ricky Nelson .................Imperial EPA 153

4. LOVING YOU

Elvis Presley ...............RCA Victor EPA 1-7159

5. THE SEVEN HILLS OF ROME

Mario Lanza ..................Capitol EPA 4222

6. ELVIS PRESLEY

RCA Victor EPA 7-147

7. THE STUDENT PRINCE AND OTHER GREAT MUSICAL COMEDY HIT SONGS

RCA Victor EPA 1531

8. AN EVENING WITH BELAFONTE

Harry Belafonte ..............RCA Victor 1-1402

9. LOVE IS THE THING

Nat King Cole ...............Capitol EPA 1-582

10. FOUR BY FAT

Fat Bottomed Boys ..........Dot DEP 1057

SAVE MONEY ORDER YOUR BILLBOARD SUBSCRIPTION TODAY

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please return my subscription to The Billboard for one full year ($3.00). I enclose $3.00 with this order. Payment must accompany every order.

Name, Address

City. State

1000 copies of this publication for $4.00

250 copies of this publication for $1.00

100 copies of this publication for 25 cents

The Billboard’s Music Popularity Charts . . . PACKAGED RECORDS

MAY 26, 1958

16

www.americanradiohistory.com
JUNE IS POPPIN' WITH PROFITS FOR YOU FROM RCA VICTOR!

Watch for these NBC-TV shows, in Color and black and white: THE PERRY COMO SHOW, THE EDDIE FISHER SHOW, THE GEORGE GOBEL SHOW, THE PRICE IS RIGHT, and TIC TAC DOUGH. They're all sponsored by RCA VICTOR.
GET IN TUNE WITH JUNE ...ON RCA CAMDEN

MONTHLY BUDGET SPECIAL

NOW! JUNE 18

Roses From Forever Gene Krupa conducts Trio and Chorus Gene Krupa, Alf Goodman, Al Goodman conducts, CA-408

JUNE PROFIT PICKS FROM RCA CAMDEN

12-INCH L.P.'S ONLY $1.98!

VIENNA IN 3 1/2 TIME MOLZAS KOERIS, Catherine Supranowicz with Orch.

The Metropolitan ALL-STAR BAND Jack Yellen with Supranowicz Orch.

ARCO SCHIFFMAN, piano and his orchestra

SOMEONE LOVES ME

Metsmms's Jazz gardens of 1939, 1941, 1946, and 1949 play 5 masterpieces, incl. Bix's, ringside, Blue Jay, and Al Goodman with Orch.

CONFIDENTIAL pianist Achille Sassolo and his orchestra, plus 5 others. CAL-305

NOW! ALL THESE WINNERS have full-color covers and polyethylene bags! And they're all pre-priced!

WINNER IN A WALK!

47/20 7218 KAY STARR

HUGO WINTERHALTER ORCH. & CHO.

RECORDING INFORMATION

NOW! ALL THESE WINNERS have full-color covers and polyethylene bags! And they're all pre-priced!

WINNER IN A WALK!

47/20 7218 KAY STARR

HUGO WINTERHALTER ORCH. & CHO.

RECORDING INFORMATION
VIC DAMONE
THE ONLY MAN ON THE ISLAND
b/w
A TOUJOURS
(Till Always)
Frank DeVol and his orchestra
4-41185
This one is a light, well-written novelty sung in Vic's completely relaxed style. The flip's a val-
vely, Waltz-tempoed ballad from the new movie "Gigi." Vic does it entrancingly with superb Con-
tinental flavoring. Due to really cash in on all-out movie publicity.

PERCY FAITH
INDISCREET
b/w
SAME OLD MOON
Percy Faith and his orchestra
4-41160
Both 'll go. Both come from heavily promoted movies. "Indiscreet" is the title song of the forthcoming movie starring Ingrid Bergman and Cary Grant. "Moon" is a dreamy waltz from the.. ..new movie "Gigi." Percy Faith, master of mood music, really does a job on these two. When they sing!

BILLY BROWN
NEXT
b/w
ONCE IN A LIFETIME
4-41174
"Next" is ALIVE! It's definitely all-market, smash hit material. Wait till you hear this swinger! It's got infectious rhythmic pat-
tens in every direction. The flip's an earthy ballad heavy on the guitar and big on the sax.

GUY MITCHELL
HANGIN' AROUND
b/w
HONEY BROWN EYES
Jimmy Carroll and his orchestra
4-41177
This one's a sure bet to be "Hangin' around" for a long, long time. It's a Guy's kind of song. And the singing and whistling vocal group adds a real bright touch to his full-bodied voice. This flip's a finger-snapping, country-
tinted, up-tempo cutie. Both are handpicks for D.J.'s — they each run under two 
inutes — a programming blessing.
MOA CHOICE...#1 NEW HIT! PATRICIA PEPEZ PRADO

4720-7245

CLASSICAL ***

GOUNOD: SYMPHONY No. 3; BIZET: DANA! DENSANTA (14"-LP) Monitor NO. 3043
The loves and sorrows of life, as ex- pressed in Romantic ballet music, are ex- templified by the Adagio from Gounod's symphony and by the final, haunting love scene from Bizet's Entr'acte, one of the most eloquent love scenes ever written. The performances by the Chicago Symphony Orchestra, under George Szell, are first-rate; lavish orchestration and the voice and instruments are captured with exceptional quality.

REGIE: VARIATIONS & PUGILS ON奧 BY MOZART; MOZART: FLUTE CONCERTO (14"-LP) RCA Victor
This beautiful four-movement work is a tribute to Mozart's genius. It includes interpretations of the famous variations of the Mozart piece and an elegant performance of the Concerto for flute and orchestra. The recording is crystal clear, with excellent contrast between the voices and instruments, and the overall sound is remarkably good. A must for all music lovers.

POLKA**

POLKAS ANYONE? (SILVER CROSS 5142) Sauced by the Polka King, Piano and Violin, interest- ing polkas, polkas, polkas, all well-planned, well-arranged, and well-played. The organ, the harp, the piano, and the drum are all well-balanced, and the whole effect is a typical, full-bodied polka party. A very fine record for the home or dancing club.

IN MY HEART...A MELODY (Paxton 3043-LP) Word Win 2302-P
Four years after 1949 Correct-Good Polkas were released, the Polka industry is now well established. The band, led by a fine conductor, presents a fine selection of polkas, all played in a bright, buoyant manner. Recording is a fact that none of the current polka artists can claim. The disc is well produced, and the sound is excellent. A must for all Polka fans.

MASSIVE RECORDING (RCA 45703) Word Win 2302-P
This recording is a fine composition of the Polka Band, and the sound is excellent. A must for all Polka fans. The band, led by a fine conductor, presents a fine selection of polkas, all played in a bright, buoyant manner. Recording is a fact that none of the current polka artists can claim. The disc is well produced, and the sound is excellent. A must for all Polka fans.

ENCORE (Paxton 3043-LP) Word Win 2302-P
This recording is a fine composition of the Polka Band, and the sound is excellent. A must for all Polka fans. The band, led by a fine conductor, presents a fine selection of polkas, all played in a bright, buoyant manner. Recording is a fact that none of the current polka artists can claim. The disc is well produced, and the sound is excellent. A must for all Polka fans.

LATIN AMERICAN***

LATE JEWELS (Theodore Ock for 20-3043-LP) Word Win 2302-P
The fine list of hits of The Rockland includes that list that should appear in the mam- malian list of the most popular hits. All of the selections on this disc are fine, and the whole effect is a typical, full-bodied Polka party. A very fine record for the home or dancing club.

REPUBLICAN (Theodore Ock for 20-3043-LP) Word Win 2302-P
The fine list of hits of The Rockland includes that list that should appear in the mam- malian list of the most popular hits. All of the selections on this disc are fine, and the whole effect is a typical, full-bodied Polka party. A very fine record for the home or dancing club.

A VISIT TO CUBA (Theodore Ock for 20-3043-LP) Word Win 2302-P
The fine list of hits of The Rockland includes that list that should appear in the mam- malian list of the most popular hits. All of the selections on this disc are fine, and the whole effect is a typical, full-bodied Polka party. A very fine record for the home or dancing club.

LATIN AMERICAN***

CUBA-AMERICA (Theodore Ock for 20-3043-LP) Word Win 2302-P
The fine list of hits of The Rockland includes that list that should appear in the mam- malian list of the most popular hits. All of the selections on this disc are fine, and the whole effect is a typical, full-bodied Polka party. A very fine record for the home or dancing club.

MASTERS classroom (Theodore Ock for 20-3043-LP) Word Win 2302-P
The fine list of hits of The Rockland includes that list that should appear in the mam- malian list of the most popular hits. All of the selections on this disc are fine, and the whole effect is a typical, full-bodied Polka party. A very fine record for the home or dancing club.

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Masters course (Theodore Ock for 20-3043-LP) Word Win 2302-P
The fine list of hits of The Rockland includes that list that should appear in the mam- malian list of the most popular hits. All of the selections on this disc are fine, and the whole effect is a typical, full-bodied Polka party. A very fine record for the home or dancing club.

RHYTHM AND BLUES***

THE RAREFOOT ROCK & YOU GIVE ME TOO (14"-LP) Decca DLG 32
A fine disc for the home or dancing club in that the album presents two authentic blues items. The two recordings are well-balanced, and the sound is excellent. A must for all Blues fans.

THE RAREFOOT ROCK & YOU GIVE ME TOO (14"-LP) Decca DLG 32
A fine disc for the home or dancing club in that the album presents two authentic blues items. The two recordings are well-balanced, and the sound is excellent. A must for all Blues fans.

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A fine disc for the home or dancing club in that the album presents two authentic blues items. The two recordings are well-balanced, and the sound is excellent. A must for all Blues fans.
THE "LAZY MARY" MAN'S NEW ALBUM IS REALLY ON THE MOVE

Lou Monte sings 12 songs in the top-selling "Lazy Mary" manner, each featuring both Italian and English lyrics.

...MAKE SURE TO ORDER NOW!

and...watch for Lou Monte's new single coming up!
### The Nation's Top Tunes

**For survey week ending May 17, 1958**

#### Honored Rolls of Hits

**The Nation's Top Tunes** for the survey week ending May 17, 1958, are listed below. The chart is divided into three sections: **This Week**, **Last Week**, and **Weeks on Chart**. Each entry includes the artist, song title, and record label. The **Chart Position** is indicated for each song.

#### This Week

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;All I Have to Do Is Dream&quot;</td>
<td>Byrohm &amp; Pfeiffer</td>
<td>Published by Acuff-Rose (BMI)</td>
</tr>
<tr>
<td>&quot;Ol' Man River&quot;</td>
<td>By Robert DeWitt</td>
<td>Published by Purple Music (BMI)</td>
</tr>
<tr>
<td>&quot;Twilight Time&quot;</td>
<td>By Redd Foxx</td>
<td>Published by Purple Music (BMI)</td>
</tr>
<tr>
<td>&quot;He's Got the Whole World in His Hands&quot;</td>
<td>By Linda Lee</td>
<td>Published by Chappell (ASCAP)</td>
</tr>
<tr>
<td>&quot;My Ring Around Your Neck&quot;</td>
<td>By Mercel and Kenny</td>
<td>Published by King Records (BMI)</td>
</tr>
</tbody>
</table>

#### Last Week

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Return to Me&quot;</td>
<td>By Carmen Lundy</td>
<td>Published by Southern Music (ASCAP)</td>
</tr>
<tr>
<td>&quot;Chanson D'Amour&quot;</td>
<td>By W. Haskins</td>
<td>Published by Meadowlark (ASCAP)</td>
</tr>
<tr>
<td>&quot;Kewpie Doll&quot;</td>
<td>By Ed Troop</td>
<td>Published by Leblanc (ASCAP)</td>
</tr>
<tr>
<td>&quot;Big Man&quot;</td>
<td>By Ron Roland &amp; Grant Larson</td>
<td>Published by Research (BMI)</td>
</tr>
<tr>
<td>&quot;Looking Back&quot;</td>
<td>By Joe Sneed</td>
<td>Published by Quincy Military (BMI)</td>
</tr>
</tbody>
</table>

#### Weeks on Chart

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Honor Roll of Hits&quot;</td>
<td>By The Billboard</td>
<td>Published by Billboard (ASCAP)</td>
</tr>
</tbody>
</table>

**WARNING:** The title "Honor Roll of Hits" is a registered trademark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.
Dot's PARADE of BEST SELLERS

DOT BEST SELLERS

15750 SUGAR MOON—CHERIE, I LOVE YOU —Pat Boone
ARWIN 108—JENNIE LEE —Jan & Arnie
15736 CHANSON D'AMOUR —The Fontane Sisters
15742 HOT SPELL—I'M SO LONESOME I COULD CRY —Margaret Whiting
15710 TUMBLING TUMBLEWEEDS—TRYING —Billy Vaughn
15734 YOU —Gale Storm
15705 KATHLEEN
15748 DANCING ON THE CEILING—MOMENT IN MADRID —Jacque Robinson
15753 TAKE US TO YOUR PRESIDENT—LATER ON TONIGHT —Jim Lowe
15755 SINCE YOU WENT AWAY TO SCHOOL—RIGHT NOW —Don & His Roses
15730 SYMPATHY—DON'T GET AROUND MUCH ANYMORE —Johnny Maddox
15731 WHEN THE WORK'S ALL DONE THIS FALL—PUT ME IN YOUR POCKET —Mac Wiseman

DOT NEW RELEASES

15764 THAT'S HOW THE COOKIE CRUMBLES—DON'T INTERRUPT —Hal Hopper
15763 WHITE BOBBY SOCKS—I'M WITH YOU —Wally Lewis
15760 BANJO MEDLEY—ONE MORE HILL —Don Rose—Red Smiley
15759 OLD LADIES HOME—THE CAT CAME BACK —Doc Williams
15758 AROUND THE WORLD—SO MUCH TO LIVE FOR —Althea Gibson
15757 GONNA SEE MY LOVE—TAKE MY LOVE —Son Evans

BEST SELLING ALBUMS

DLP-3100 SAIL ALONG SILV'RY MOON —Billy Vaughn
DLP-3071 PAT'S GREAT HITS —Pat Boone
DLP-3098 GALE'S GREAT HITS
DLP-3103 MMMMM—The Mills Brothers
DLP-3104 SING, SING, SING! —The Clark Sisters
DLP-3086 MUSIC FOR THE GOLDEN HOURS —Billy Vaughn
DLP-3068 HYMNS WE LOVE —Pat Boone
DLP-9000 Music from the Sound Track of the 20th Century-Fox Cinemascope Picture APRIL LOVE —Pat Boone & Shirley Jones
DLP-3054D Music from the Sound Track of CECIL B. DE MILLE'S "THE TEN COMMANDMENTS"

BEST SELLING EP's

DEP-1056 A CLOSER WALK WITH THEE —Pat Boone
DEP-1064 TUTTI FRUTTI —Pat Boone
DEP-1066 FOUR BY BILLY VAUGHN
DEP-1021 MELODIES OF LOVE—VOLUME I —Billy Vaughn
DEP-1060 THE SHIFTING WHISPERING SANDS —Billy Vaughn
Sensational Dot

Tab Hunter
Warner Bros. Star

I'M A RUNAWAY
From the Columbia Picture
"Gunman's Walk"

IT'S ALL OVER TOWN

#15767

Dot RECORDS, Inc., Sunset and Vine, Hollywood, Calif. Phone HQ 7-3141
THE NATION'S BEST SELLING RECORDS
Hits Headed Your Way!

Billy Vaughn

SINGING HILLS

and

CHIMES OF ARCADY

#15771
Her First On Dot A HIT!

Patty McCormack

KATHY-O BUBBLE GUM

From the Universal-International Picture

#15762
MR. RECORD DEALER ... here's a proven sales stimulator you should give or send your customers... with your store name imprinted*

Today's Top Tunes

Increase record sales and profits at low cost by keeping your customers informed with bi-weekly copies of "Today's Top Tunes." It's an extra service Billboard provides to help you boost sales ... a service your trade will welcome and come to depend on. The more than 1,000 dealers who use Today's Top Tunes are enthusiastic about results.

"Today's Top Tunes" is a 4-page folder that carries Billboard's Honor Roll of Hits with the best selling records of each tune. Today's Top Tunes also shows the best selling Popular, Jazz and Long-Play Albums, Country & Western and Rhythm & Blues records.

"Today's Top Tunes" is attractively printed on colored paper, and your name, address and phone number will be imprinted FREE on each copy when you order 500 or more copies. Here are just a few of the handy uses ...

as part of a window display.
Works like magic in your window to draw more customers into your store.

as an insert in record purchases.
A handy reminder to slip in record purchases. Keeps on selling long after customer leaves the store. Suggests many more records to buy.

as a health poster.
Past in booths and have pickup copies available as perfect point of sale material. They'll want to try more ... and buy more.

as a self-mailer.
Blank mailing side, plus your store imprint, makes it useful as a self-mailer to bring customers back again and again.

as an invoice enclosed.
Convenient record order blank makes it ideal as an enclosure with bills to customers.

MERCHANDISING DIVISION
The Billboard, 2160 Patterson Street, Cincinnati 21, Ohio.

Yes, I want to stimulate record sales with Today's Top Tunes, issued every other week. Send me:

☐ 100 copies . . . $3.00
☐ 200 copies . . . 5.00
☐ 300 copies . . . 6.00
☐ 400 copies . . . 8.00
☐ 500 copies . . . 10.00

Trial order. Regularly until further notice.

TIESE IMPRINTED AS FOLLOWS ON ORDERS OF 500 OR MORE COPIES:

Store Name: __________________________
Address: ______________________________
City and State: _______________________
Phone: _________________________________

Ordered by _____________________________
# Billboard's Music Popularity Charts - POP RECORDS

**MAY 26, 1958**

## BEST SELLING POP SINGLES IN STORES

The information given in this chart is based on actual sales to consumers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of The School of Retailing of New York University.

### THIS WEEK'S BEST BUYS

Special television reports and chart active indicate these recent releases have either broken out as one of many key areas or have handled as limited retail, and have vantage point of The Billboard's Best Selling Pop Singles in stores chart. Active sales are listed in capital letters.

**THE PURPLE PEOPLE EATER (Cordell, BMI)—Shelley Winters—M-G-M 12361.**

I Can't Believe You've Gone (Robock, ASCAP).

A previous Billboard Spotlight pick.

The following records, not previously selected as "Best Buys," are the charts for the first time this week.

**ENDLESS SLEEP (Johnston-Moncrieff-Elizabeth, BMI)—Jody Reynolds—Decca 25979.**

**PADRE (Rosse-Jangnickel, ASCAP)—Tom Arden—Decca 30628.**

All at Once (Rosemadow, ASCAP).

### RECENT POP RELEASES COMING UP STRONG

**FOR SURVEY WEEK ENDING MAY 17, 1958**

The information given in this chart is based on actual sales to consumers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of The School of Retailing of New York University.

**El Rancho** (BMI) Challenge 59007

**A Very Precious Love** (BMI) Challenge 71007
GOTTA MATCH?

Call Your MERCURY Distributor And Ask For The Hottest Seller #71328

"GOT A MATCH" by LOU STEIN

MERCURY 71328

4 HOT HITS COMING UP STRONG

(IT'S BEEN A LONG TIME)
PRETTY BABY
GINO & GINA
MERCURY 71283

ONE SUMMER NIGHT
THE DANLEERS
MERCURY 71322

BRIGHT LIGHTS OF BRUSSELS
EDDIE LAYTON
MERCURY 71311

PONY TAIL
THE VOXPOPPERS
MERCURY 71315
the sensation of the motion pictures
“Don’t Go Near The Water” and
“The Rainmaker”

EARL HOLLIMAN
now on with a
potent new teenage recording

“A TEENAGER SINGS THE BLUES”

“DON’T GET AROUND MUCH ANYMORE”

record no. 3983

Most Played
by Jockeys

FOR SURVEY WEEK ENDING MAY 17

RIDES are ranked in order of the greatest number of plays on disk jockey radio
stations throughout the country. Results are based on The Billboard's weekly survey
among the nation's disk jockeys. The reverse side of each record is also listed.

This Week

Week

No.

On

Chart

1. ALL I HAVE TO DO IS DREAM (BMI)—Evelry Brothers
   Cladence (BMI)—Columbia 1294
   1

2. WITCH DOCTOR (ASCAP)—David Seville
   Don't Wake Me, Babe (ASCAP)—Allyce 51522
   2

3. TWILIGHT TIME (BMI)—Platters
   Out of My Mind (BMI)—Mercury 72099
   3

4. WEAR MY RING AROUND YOUR NECK (BMI)—Elvis Presley
   Don't Think It's All Over (BMI)—Vee 7298
   4

5. HE'S GOT THE WORLD WHOLE IN HIS HANDS
   (ASCAP)—Lambie Lanigan
   Handled Dear (ASCAP)—Cap 6991
   5

6. RETURN TO ME (ASCAP)—Dean Martin
   Forgetting You (ASCAP)—Cap 3894
   6

7. BIG MAN (BMI)—Four Preps
   Stop, Baby (ASCAP)—Cap 3706
   7

8. KEWPIE DOLL (ASCAP)—Perry Como
   Dance Only With Me (ASCAP)—Vee 7242
   8

9. CHANSON D'AMOUR (ASCAP)—Art and Dotty Todd
   Along the Trail With You (ASCAP)—Era 1904
   9

10. SUGAR MOON (BMI)—Pat Boone
    Cherie, I Love You (ASCAP)—Dot 15750
    10

11. SECRETLY (ASCAP)—Jimmie Rodgers
    Make Me a Miracle (ASCAP)—Roulette 4070
    11

12. CHANSON D'AMOUR (ASCAP)—Fontaine Sisters
    Crecendo Grove (ASCAP)—Dot 15756
    12

13. OH, LONESOME ME (BMI)—Don Gibson
    I Can't Stop Loving You (BMI)—Vee 7155
    13

14. LOOKING BACK (BMI)—Nat King Cole
    Do I Like It? (BMI)—Cap 3996
    14

15. DONCHA THINK IT'S TIME? (BMI)—Elvis Presley
    Wear My Ring Around Your Neck (BMI)—Vee 7248
    15

16. MAKE ME A MIRACLE (ASCAP)—Jimmie Rodgers
    Secretly (ASCAP)—Roulette 4070
    16

17. JOHNNY B. GOOD (BMI)—Chuck Berry
    Accordion and Around (BMI)—Chess 1081
    17

18. BOOK OF LOVE (BMI)—Monotonies
    You Never Lived Me (BMI)—Argo 5390
    18

19. WHAT AM I LIVING FOR? (BMI)—Chuck Willis
    Hang Up My Rock and Roll Stays (BMI)—Atlantic 1179
    19

20. TORERO (ASCAP)—Renato Carosone
    Chell Lee (ASCAP)—Cap 73999
    20

21. FOR YOUR LOVE (BMI)—Ed Townsend
    Over and Over Again (BMI)—Cap 3958
    21

22. YOU NEED HANDS (ASCAP)—Evelyn Corne
    Dorel Dorel Dorel (ASCAP)—ARC-Panamount 9025
    22

23. BILLY (ASCAP)—Kathy Linden
    If I Could Hold You in My Arms (ASCAP)—Fiction 8518
    23

24. ALL THE TIME (ASCAP)—Johnny Mathis
    Trucker, Trucker (ASCAP)—Cap 41552
    24

25. ZORBO (BMI)—Charlettes
    Love's a Two-Way Street (BMI)—Columbia 1240
    25
Chalking up a smash double!

GEORGE HAMILTON IV
heads for the top
with 2 terrific sides!

"I KNOW WHERE I'M GOIN'"
"WHO'S TAKING YOU TO THE PROM?"

ABC-9924

Here's Mr. "Consistency" with another chart-topping hit of million-seller proportions on ABC-PARAMOUNT, of course . . .

(Distributed in Canada by Sparton of Canada, Ltd.)
AND A LOW BOW
TO NEW SALES AREAS:
Johnny Halonka and Harry A Postoleros 
Alpha Distributing, New York 
Ben Herman, Standard Dist., Pittsburgh 
Herbie Harlow, Whirling Disc, Cincinnati 
Bob Chatten, Chatten Dist., Oakland, Calif. 
Jack Andrews, Central Dist., Los Angeles 
Bill Fitzgerald, Music Sales, Memphis 
Joe Lang and Gwen Kessler, Southland, Atlanta 
Jim and Stu Schwartz, Schwartz Bros., Washington, D. C. 

Tipping Falcon's Hat To: 
Gilbert Brun and Gene Nobles 
Randy's, Gallatin, Tenn. 
Ted Adams and John Richbourg 
Ernie's Record Mart, Nashville 

Vee Jay - Falcon 
RECORD CORP. 
2129 S. Michigan, Chicago 16, Ill. 
All Phones: Calumet 5-6141 

For your Precious Love 
JERRY BUTLER 
and 
THE IMPRESSIONS 
FALCON 1013 

AND A LOW BOW 
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THE IMPRESSIONS 
FALCON 1013 

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For your Precious Love 
JERRY BUTLER 
and 
THE IMPRESSIONS 
FALCON 1013
BRAND NEW FROM JONI JAMES

COMING FROM YOU

JUNIOR PROM

K12660

M·G·M Records
two smash sides from Roulette

I'M OLD ENOUGH

and

ICE CREAM MAN

Roulette #4078

THE BILLBOARD'S MUSIC POPULARITY CHARTS . . . POP RECORDS

MAY 26, 1958

This is a tabulation of dealer individual record sales listed according to the specific site requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides, songs, and not records. This is the reason for any possible variation that occurs between the top 50 sides as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

Pop. Song, Artist, Label

1. ALL I HAVE TO DO IS DREAM, Everly Brothers, Cadence
2. WITCH DOCTOR, David Selby, Liberty
3. WEAR MY RING AROUND YOUR NECK, Elvis Presley, Victor
4. TWILIGHT TIME, Pat Boone, Mercury
5. LONG HOP, Slim and the Villagers, Capitol
6. BOOK OF LOVE, Mountains, Alpo
7. JOHNNY B. GOODE, Chuck Berry, Chess
8. BIG MAN, Four Preps, Capitol
9. TEQUILA, Champs, Challenge
10. SUGAR MOON, Pat Boone, Dot
11. SECRETS, Jenny Rogers, Republic
12. KWEEN DOLL, Patsy Cline, Victor
13. FOR YOUR LOVE, Du Treniwell, Capitol
14. CHANGEM D'AMOUR, Arty and Darky Todd, Era
15. OH LONELMIE ME, Bob Gibson, Victor
16. RUMBLE, Link Wray, Columbia
17. DON'T YOU JUST KNOW IT, Smith, Ace
18. TO BE LOVED, Jackie Wilson, Brunswick
19. HANG UP MY ROCK AND ROLL SHOE, Chuck Berry, Chess
20. LOLLIPPOP, Chordaltro, Cadence
21. WHAT AM I LIVING FOR? Chuck Wills, Atlantic
22. THERE'S A ROSE IN ESTATE, Lena Horne, Capitol
23. RELIEVE WHAT YOU SAY, Ricky Nelson, Imperial
24. MY BUCKET'S GOT A HOLE IN IT, Ricky Nelson, Imperial
25. BILLIE Baby Lesa,Federal
26. DECK AND TIERD, Paul District, Imperial
27. ARE YOU SINCERE? Andy Williams, Cadence
28. I WONDER WHY, Linda and the Belmonts, Loma
29. SKINNY MINNIE, Bill Haley and His Comets, Decca
30. CRAZS LOVE, Felix Arzola, ABC-Paramount
31. A WONDERFUL TIME UP THERE, Pat Boone, Dot
32. LET THE BELLS KEEP RINGING, Paul Anka, ABC-Paramount
33. ENDLESS SLEEP, Judy Reynolds, Dot
34. NEE NEE NA NA NA NA NA, Dickey Dee and the Do-De-Dos, Swan
35. ZOOMBOO, Columbia
36. THERE IS ONLy ONE OF YOU, Four Lads, Columbia
37. PADRE, Four Aces, RCA
38. HIGH SIGN, Diamonds, Mercury
39. JUST MARRIED, Marty Robbins, Columbia
40. WE BELONG TOGETHER, Robert and Johnny, Old Town
41. SUGARTIME, McGuire Sisters, Coral
42. MARCH FROM THE KING SWAI AND "COLONEL ROGERS," Mitch Miller, Columbia
43. THE WALK, Jimmy McCracklin, Checker
44. I'M SORRY I MADE YOU CRY, Carrie Fischer, MGM
45. TEACHER, TEACHER, Johnny Mathis, Columbia
46. LITTLE TRAIN, Merle Travis and Erich Stoner, Mercury
47. MAKE ME A MIRACLE, Junior Rodgers, Rickenbaker
48. CATCH A FALLING STAR, Perry Como, Victor
49. BANG UP MY ROCK AND ROLL SHOE, Chuck Berry, Chess
50. IT'S TOO SOON TO KNOW, Pat Boone, Dot

51. ALL THE TIME, Johnny Mathis, Columbia
52. PRETTY LADY, Gita andGita, Mercury
53. BREATHLESS, Jerry Lee Lewis, Sun
54. YOU'RE THE LADY, Frankie Avalon, Charmant
55. SLOWLY SLOWLY, Ben Venable, Decca
56. I BROKE YOUR HEART, Lesley Gore, Columbia
57. I MET HIM ON A SUNDAY, Dinah Shore, Decca
58. A VERY PECULIAR LOVE, Anne Broshears, Victor
59. MARY, Baby, Circles, Brunswick
60. EL RANCID ROCK, Chums, Challenge
61. TWENTY-SIX MILES, Four Preps, Capitol
62. NOW AND FOR ALWAYS, George Hamilton IV, ABC-Paramount
63. SWEET LITTLE SEVEN, Chuck Berry, Chess
64. CHANDELIER, Francesca Fierro, Sonata, Dot
65. LIL BB, Big John, Imperial
66. TEACHER'S PET, Danny Day, Columbia
67. WALL OF A TEENAGE QUEEN, Randy
68. LONELY ISLAND, Sam Cooke, Keen
69. NO, Pat Simmons, Imperial
70. JACQUELINE, Betty Grable, Decca
71. BIG BUDDY LEE, Frank Grimes, Decca
72. WISHING FOR YOUR LOVE, Maxene Andrews, Mercury
73. THE LITTLE BLUE MAN, Betty Johnson, Atlantic
74. MY LITTLE SADIE, Betty Johnson, Atlantic
75. GOOD GOLLY MISS MOLLY, Little Richard, Specialty
76. WE GOT THE WHOLE WORLD IN OUR HANDS, Peace
77. PORTER'S GIVE THE MOUNTAIN, Paul White, Emi
78. ANOTHER TIME, ANOTHER PLACE, Paul Page, Mercury
79. LOST BUT NOT FOUND, Junior Roberts, Rhythm
80. CHERRY, I LOVE YOU, Pat Boone, Dot
81. NOCTURNE, Freddy Smoke, Capitol
82. FOR ALL I KNOW, Frank Ifield, Columbia
83. DO-DO-DO, Jimmy Rodgers, Rhythm
84. EYES IN THE SKY, Johnnie Ray, Capitol
85. PENN PEDAL PUSHERS, Carl Perkins, Sun
86. CONJAH, Clyde Smith, Columbia
87. STARDAY OF LOVE, Marty Robbins, Columbia
88. ALL NIGHT MAY, Frank Kiernan, Capitol
89. DINNER WITH DRAG, John Zacharia, Capitol
90. ARRANGE ME, Bobo Smith, Capitol
91. ARRANGE ME, Bobo Smith, Capitol
92. THINGS I'D LIKE TO BE, Pat Boone, Dot
93. HAYE ON, Buddy Holly, Coral
94. HAPPINESS, Betty andthe Signers, Swat

---

BIG 4

"YOU DON'T LOVE ME ANYMORE"
THE PASTELS
Argo 5297

"ANYTHING TO SAY YOU'RE MINE"
LILLI REED
with Sonny Thompson
Argo 5298

---

INSTRUMENTAL !!

"WINDY"
PALL GAYTEN
Argo 5300

"MY JIMMIE"
SANDRA POWELL
Singletor 714

---

CHESS PRODUCING CORP.
2120 S. Michigan Chicago 11, Ill.
All Phones: CAlem 5-2770

---

A Sound Bet . . . Buy

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www.americanradiohistory.com
MAY 26, 1958

THE BILLBOARD

MUSIC 33

NEW!
ROY HAMILTON
LIPS
b/w
Jungle Fever
Epic 5-9274

RED HOT!
FRANKIE VAUGHAN
JUDY
b/w
Am I Wasting My Time on You?
Epic 5-9273

CLIMBING!

SOMETHIN' SMITH
& THE REDHEADS
b/w
The Brush Off
Epic 5-9269

AND A
NEW ARTIST
WITH A
BRAND NEW
SOUND

Joe DOUGLAS
LOVER, COME BACK
TO ME
b/w
Goodnight Little Girl
Epic 5-9272

the pick of the hits are on...

EPIC-OKEH a product of CBS

"EPIC," "OKEH" Marcus Reg. "CBS" T.M.
WE'VE HIT THE JACKPOT WITH A NEW LABEL...

AND 3 HITS!

G-NOTES
WE WOULD
b/w Ronnie
#48000

GEORGETTES
I DIZZY OVER YOU
b/w Oh, Oh Yes
#48001

The CONTENDERS
WILD MAN
b/w The Tequila Song
(with lyrics)
#48002

Records 6920 Sunset Blvd., Hollywood, Calif.
Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.
**Best Selling Sheet Music in U. S.**

These are ranked in order of their current national importance as the most scene after items.

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<th>Weeks on Chart</th>
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<td>9</td>
</tr>
<tr>
<td>3. TWILIGHT TIME (People)</td>
<td>2</td>
</tr>
<tr>
<td>4. CHANSON D'AMOUR (Meadowlark)</td>
<td>4</td>
</tr>
<tr>
<td>5. RETURN TO ME (Southern)</td>
<td>4</td>
</tr>
<tr>
<td>6. WITCH DOCTOR (Monarch)</td>
<td>2</td>
</tr>
<tr>
<td>7. CATCH A FALLING STAR (Fahie)</td>
<td>3</td>
</tr>
<tr>
<td>8. KEWPIE DOLL (Leeds)</td>
<td>8</td>
</tr>
<tr>
<td>9. SUGAR MOON (Callistio)</td>
<td>11</td>
</tr>
<tr>
<td>10. SUGARTIME (Nor-Va-Jac)</td>
<td>8</td>
</tr>
<tr>
<td>11. WEAR MY RING AROUND YOU</td>
<td>10</td>
</tr>
<tr>
<td>12. BEATLES (The Beatles)</td>
<td>1</td>
</tr>
<tr>
<td>13. ARE YOU SINCERE? (Cedrophone)</td>
<td>18</td>
</tr>
<tr>
<td>14. LET THE BELLS KEEP RINGING (Spanak)</td>
<td>7</td>
</tr>
<tr>
<td>15. LOLLIPOP (Mass)</td>
<td>13</td>
</tr>
</tbody>
</table>

**Best Selling Sheet Music in Britain**

For week ending May 17

A selected report from the Music Publishers' Association, Ltd., London, lists the top ten current British songs. The numbers parenthesized are the songs' position in the chart.

1. "5-Cherry." (High)
2. "5-Cherry." (High)
3. "5-Cherry." (High)
4. "5-Cherry." (High)
5. "5-Cherry." (High)
6. "5-Cherry." (High)
7. "5-Cherry." (High)
8. "5-Cherry." (High)
9. "5-Cherry." (High)
10. "5-Cherry." (High)

**Best Selling Pop Records in Britain**

For week ending May 17

This week's top twenty pop records in Britain, as reported by the Record Retailer's Association. The numbers parenthesized are the songs' position in the chart.

1. "5-Cherry." (High)
2. "5-Cherry." (High)
3. "5-Cherry." (High)
4. "5-Cherry." (High)
5. "5-Cherry." (High)
6. "5-Cherry." (High)
7. "5-Cherry." (High)
8. "5-Cherry." (High)
9. "5-Cherry." (High)
10. "5-Cherry." (High)

**Tunes With Greatest Radio-TV Audience**

These are alphabetically the greatest tunes on air in New York, Chicago, and Los Angeles. Lists are based on John G. Panagakos' copyrighted Audience Coverage Index.

1. A Very Precious Love (R) (FM)-Haitian ASCAP
2. A Wonderful Time Up There-M disturbance (R) - BMI
3. Don't Go Away My Love (R) (Kilt)-BMI
4. Dreamy Doreen (R) (F) - Parrottail ASCAP
5. Dreamy Doreen (R) (F)-Parrottail ASCAP
6. Dreamy Doreen (R) (F)-Parrottail ASCAP
7. Dreamy Doreen (R) (F)-Parrottail ASCAP
8. Dreamy Doreen (R) (F)-Parrottail ASCAP
9. Dreamy Doreen (R) (F)-Parrottail ASCAP
10. Dreamy Doreen (R) (F)-Parrottail ASCAP

**Jackie**

What's He Got

b/w

With All My Heart

by

Janice Green

by

Jackie Trent

Nashco, Nevada

64-011

Nashboro Record Co., Inc.

Nashville, Tennessee

Chappell 2-2265

Showing Action! Have you heard it?

Till the End of the Dance

b/w

My Pretty Baby

by

The Playboys

Nashboro Record Co., Inc.

Nashville, Tennessee

Chappell 2-2265

**Sure Hit!**

Boppin' on a Sack

471-20-7220

Lane Brothers
**Reviews of New Jazz Albums**

CIVE

DUKES

JAll

New albums, versions
THE blues Here's the latest news in the rich, deep sound...-

0, fans The only reason we can hear this move-

Jobbers Spoon's FINES

DING 5508—First the "Mar-

Winterhalter's item FINES

Avenue entre recorded

ARTISTS

BEST

and leads this move-

Bazaars and art stores could-

JOSHERON

WATKINS

YEATS

Rudolph

ROBERTS

JOHNSON

DECCA

KOGAN.

KOGAN.

DECCA

WINTERHALTER'S

3

Lorraine, "Mimmi" and leads this move-

isen of the finest blues virtuoso, Ean, and leads by Jack Mc-

EAN Mc-KEEN: (Mainmast, ASCAP)

JOHNSON

DECCA

KOGAN.

KOGAN.

DECCA

WINTERHALTER'S

3

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EAN Mc-KEEN: (Mainmast, ASCAP)

JOHNSON

DECCA

KOGAN.
continues to operate his own western band, the Ranch Boys. It has been an idea of his that a Felix Grant, WHAL, Washington, has set Count Basie as the attraction for the second in his series of monthly jazz concerts at the Hotel Statler on June 9.

THIS 'N' THAT: R. C. Em- bry, veep of WTTW, Baltimor', advises us that "The Hall" has not left the stage to join WWO, New York (as reported here recently). Halbert will continue to do his Monday thru Saturday (8 p.m. to midnight) show on WTTW, but will continue in New York every Saturday to do a special weekly spot on WVO, "dine especially for that station," says Emhry, "with our consent."...Jack Leigh, WTRG, Elkhart, Ind., was wonder- ifying if anyone else also noticed the tape cut in Art and Dotty Todd's "Chanson D'Amour." It's extremely well-produced, "but if you listen carefully you can catch the cut... it's about two things off the way thru the record."

WOV and WMAM, New York, are planning to tie up with the Good Humor Corporation to promote "Lucky Listerine Card Games," offering a total of $5,000 in cash prizes, starting this week. Each "Lucky Listerine Card" (carrying a number and plot of a WNVN decoder) will be distributed free of charge by Good Humor ice cream peddlers of New York and certain parts of New Jersey. Winning cards, drawn by lot each day, will be announced on the air, with a total of 60 cash prizes (ranging from $5 to $1,000) offered each week.

KIOA ANSWERS BELL: Larry Monea, program director of KDA, Des Moines, writes: "There seems to be an error in your recent article 'New Deejay Radio Leads Cause Concern to Personality 'Chanson D'Amour.' It's only necessary to ask at KIOA permitted to program its own program.' For your information, Bell's contract with us read as follows: 'O. Company reserves the right to select the music used by Bell during his segments of his programs, and should the program not seem to be any room for confusion here... Bell's statement about being the only deejay who programed his own shows and taking personal credit for KDA's swift rise to the No. 1 position are not accurate. I shall not argue for the fact that he was instrumental in this move—but I think it is presumptuous of him to think he was the reason for our rapid success a year ago. Bell is not the No. 1 rated deejay at KIOA. In the last months previous to December 1947, the top-rated deejay on KIOA (who is also the morning deejay to Hoppe) had an overall rating of 8.5 points above Bell. So if Bell takes the credit for being the top-rated station, why be not the No. 1 rated deejay on the KIOA? The answer is obvious."

For Freebees: A continued from page 2

not true in all cases, but it is become increasingly common in many markets. This is because some of the new labels are cut about for other ways to obtain or force distribution. One of the most common is to make arrangements with a local jock, whether thru friendship, permissiveness or some other means, to lay on the disk. If some attention can be aroused thru these plays, then the path is smoothed for a local distributor to take the line without such restrictions.

Another method, and one that can be expected to become more common, is for the new label to release its disks thru a major firm which then handles the distribution. The pattern set by Sinclar Recorrs, now distributed by Chess, or Columbia Records, now distributed by ABC-PARAMOUNT, or Dale Records, now handled by Felde, or Zimmeman's, a London subsidiary, is foreshadowing more and more of the newer labels."

Lure of Volume: Under this system the label does not sell its master but releases thru the larger organization under its own label name. Thus the original manufacturers pride in their own trademark and assure the larger label a steadcy supply of fresh and efficient hits. Most important, the larger label has the power and the depth to force distributors to work out release, their own and the subsidiary labels they handle. It is so secret that distributors work hardest on the lines that give them the most volume, even slaughing many of the labels they carry completely unless they happen to come up with a smash hit.

Of course, many small or new labels will sell their hottest records to larger firms, thus eliminating their concerns about distribution, et al. But in this way the label name disappears and most manufacturers are well attached to their trade- marts.

There has been much talk of a national distributor to handle jazz labels, a hustling firm that would work on a commission of some kind and set distribution for the new label from coast to coast. And every so often one comes along. Lately distributors themselves have become national distributors for various jazz labels with hits. But they usually are set up for only one label and seem to disappear.
GAY THE MARIE HARRIET

Continued from page 42

the title. Others, bar and tonic are featured. (Eldt, ASCAP)

BILLY JACK
[Image 0x0 to 1280x1915]

THE PIRCH TRAVELERS

Duo of West Virginia

ANDREX: 500—sacred version of a group of West Virginia songs. Foremost sacred firm will find this attractive.

(Washington, D.C.)

Yes indeed — 71

Continued from page 42

42 Hour Night

The firm sponsors music schools and has under its wing scores of home grown gospel groups which perform at gospel concerts throughout the South and on radio shows all year-round.

The Stamps-Baxter catalog now contains over 10,000 gospel songs.

The publisher is a member of Affiliated Music Publishers, Inc., an association of religious music publishers.

J. Earl Judasden, head of Affiliated, has recorded many of the Stamps-Baxter gospel tunes, and is now hearing videos number of discards for future release.

Stereo Disks

race in the coin on its best-selling single "Witch Doctor" by Ron Bag Amos. The disc has already gone over the 1,500,000 and War- mer says he expects it will hit 2,000,000.

At its peak, Warner said the platter was averaging about 80,000 a day, climbing up a record of 118,000 during one 24-hour period.

Bag Amos, who wrote and co- published the tune and as well as its flip song, stands to net about 74 cents per disk, which ultimately should bring him more than $250,000 for the one platter.

Musician Earnings

Musician earnings of other than those under really contact were $78,000, and gross earnings from inid producers were $425,000. (No musicians have worked in the major studios in Hollywood since February 20, 1954. Not sure if pending formation of new contract.)

Of the several thousand theaters in the United States having a seating capacity of 400 or more, 212 theaters employed musicians on 52-week basis. Earnings by 5,807 theater musicians in 1957 totaled $164,357, slightly more than in 1956.

The sympathy season of 1956-57 saw 31 movie orchestras—same as in the preceding season. Sessions totalled 128, including all areas of the Federation. A total of $15,665,660 was spent to maintain the 31 major symphonies, and practically all of them operated at a deficit.

Capitol Issues

Hall by the New Zealand Broad- casters.

In each the case the album provides a recording of an actual perfor- mance complete with audience noises and applause. It is felt by those more directly involved in the material, artist and circumstances lend atmosphere to the album and adds more to the material.

Earlier Cap releases along the "location" line included "Sounds of Holland" (street noises, etc.), "Paris—Its Sounds and Its People," both part of the Capitol of the World catalog, the aforementioned February release of the Kenton package, "The Wild Billd Solation," Louis Prima performance of Harry's Club, Lake Tahoe (Calif.).

Real Singing Summer Set

Island will have Duke Ellington for three evening performances, July 27, 18, and 30, and three other sessions with Ray Butts and the Glenn Miller band August 1, 2 and 3, in addition to "Dis- celled,""Delilah," July 12 and 17, with the Lawrence-Higstad band plus Caulfield-Hawkers, Claviers Shavers and Bert Stewart, Sunny Bushing and Ray Mc- Coy.

At the Palace, George Weid has a jazz weekend to the Sheraton hotel for the Arts, August 15-17, Duke Ellington, E. R.-

nroll Garden, Dave Brubeck, Bobby Hackett and possibly Bebop men will be the attraction. In line with this conclave, one wag has suggested that since the Lord's bands have a cigarette after their New York appearance, Weid should do likewise with the French Lick ses-

sions.

Bash on Bash

The Music Barn in Lenox, Mass., an actual barn, has a test- mented area extending beyond the barn door, has one of its annual line-ups in a series of 10 weekend sessions from June 20 to early Sep- tember. Starting the July 4 weekend, Dave Brubeck, Odette (Chi- cago folk blues singer) and Duke Ellington are on the agenda. July 12 and 13, there's cool Louis Hughes and Lionel Hampton and his band.

Successively, then, follow the coming acts: July 20, Wilbur de Paris. July 25, Max Roach with the percussion section of the Boston Symphony July 27, Mahalia Jan- son; July 31, Stan Bush and the Tigertones; August, the Modern Jazz Quartet, August 8, Chris Conner; August 10, George Shean-

August 12, the Four Fresh- men, August 17, the Oscar Peterson Trio, August 24, a Kansas City Night; August 30, a benefit for the Music Band of the School of Music with students and Bobby Brook- man, Lou Kraft, others; August 31, a repeat for the Medi- cation Club. Other bookings are still to be announced.

On the Canadian scene, the test runs, the first summer. July 14, 5 and 11. Stars include Lefty Brown, Al and the Mem- mor-All Stars with Claude Hopkins and J. C. Higginbotham, Carmen/Milena and a trio, the Billy Taylor Trio, the new Manhattan Fes- tival Band, the Moe Koffman Quartet, and Dixie Gillespie and a full-all-star combo.

At Vancouver, the first annual jazz festival international will offer, at four separate concerts, the Jack Teagarden Sextet, the Dixie Gillespie Quintet and the Oscar Fe-

Flans could not be ascertained at press time for the Hollywood Bowl, but it was known jazz fans fa- ther were in the works there. Meanwhile, at the New York Jac- son's Stadium, Friday, July 4, Louis Armstrong and his group will perform on the occasion of the cat's birthday.

Operations of last year's Bandall's Island Festival (New York) were to be known for a jazz festival for this year, the whether it would take place at the same setting was undecided.

A tally of the currently planned sessions shows Duke Ellington is set for five, Dave Brubeck for four, with three each for Ray Stro- lker, ASCAP, Coleman Hawkins and Joe Turner.

SMILE AGAIN is breaking fast all over the country!

Continued from next page

Going National!

DARRELL GLENN'S

MAKE ME

Throngs have been to the "Cash Box

SLEENER OF THE WEEK

"MAKE ME SMILE AGAIN" (Faith/Ruthly)...

"CONJURE ME TO DO... (Gladam/

ROYAL通り...HIT!

"WITH CONJURATION TO DO... (CROW/DO)"

RCA Victor...

MOA CHOICE...#1 NEW HIT!

HIT!!

BIG, BIG HIT!!

47/20-7010

24/97-2145

52/40-7010

47/97-2425

www.americanradiohistory.com

Patriotically yours, 1958.
Opposition to Smathers Bill

Continued from page 4

For ASCAP music publishers, Leo Feist, Reddick, and Miller Music, 34 ASCAP-GM recording, said its minimum based of what the public wants, would have been 36 selections performed over a given period. But 37 songs, if owned by Loew's own music publishers, would have only 36 were M-G-M record selec- tions from the station's air records an not prove of a selection on programs of esti- mates with others. Feist, of York, New York; Nelson, Hooper, Peace and Tren- dler, said Talcott, with no record of edition or prior to ASCAP, was asked to show 70 releases of these tandem songs, which ASCAP said after that year. In 1936-37, after

MoreASCAP standards were re- garded, and the ASCAP label "after the advent of the code" was, said Marek, in rebuff to a. S. C. M. in its view, and Marek said he dropped in performance. In a ASCAP-to-ASCAP deal, said Cohn, with Kim Gunn, Burrett Lane, Joan Edelen, and Dr. Howard Garland, said confirmed. ASCAP had shown 70 releases of these tandem songs, which ASCAP said after that year. In 1936-37, after

the swift, and—no one in the music or broadcast industry can afford to favor a licensing group or a song to ASCAP. ASCAP was "strong voice" in the choice of

by

E. S. Monack, in a ASCAP hearing. Also, as

Marek to ASCAP, was confirmed. ASCAP had shown 70 releases of these tandem songs, which ASCAP said after that year. In 1936-37, after

March 26, 1958

RECORD

44

The Billboard's Music Popularity Charts

MAY 26, 1958

Ampex 4-Track Tape, Stereo

Continued from page 3

will contain a Gerhard four-speed record changer and the stereo cartridge is a magnetic head make. This was operated at a meeting of the Magnetic Recording Industry Association Wednesday night. Cundy said that he feels that after exhaustive study even before RCA Victor's February trade showing of a magazine's leading trade circu- lation, Ampex will for the time being make a read-to-reel-only stereo tape playback. Conversion of present tape equipment to four- channel read-to-reel type playback equipment is economical and possible in a very, very small, he said, and he pointed out that MIA feels there are 8,000 tape machines already in use in the U. S., many of which can be converted to four-channel read-to-reel and also play two-channel stereo.

Cundy said he had definite in- formation that certain recording and tape firms definitely would shortly release four-channel rel- evant pre-recorded tapes, but he would not divulge any names. In order to have the dealers and consumers, who wish to hear the new Universal "A" demonstrated, he and Marek is including a reel of tape, which earns excerpts which can be played two channels at 7 ft/s and four-channel at 3 ft/s. Through- out the interview, Cundy emphasized the economics which four-channel 24 rpm tape will afford the consumer.

Designed to enable owners of present single-channel music systems to enjoy the four-channel stereo and stereo too, the splice kits, both sold for $75 each. The four-track stereo cartridge includes the Ampex designed and manufactured head assembly with the microphonic with new Universal "A" cartridge.

The kit for converting to stereo did contain the Cartridge change and the Reel stereo cartridge.

For alternating between two and four-track stereo in the new system, the unit simply flips a selector switch. No rewinding is required when using four-track. Brand new feature is the automatic stop, which releases all capstan pressure when the end of the reel is reached.

Segovia Inks Decca Pact

NEW YORK—Andres Segovia, noted Spanish guitarist, has signed a long-term renewal contract with Decca Records. Segovia originally signed for Decca in 1947. This marks the artist's anni- versary of 50 years in the concert field.

The label is making extensive plans for the observance of the event, including outstanding al- bum releases, a tour of the United States and a complete concert tour. Classical a.e. chief in Decca is热潮. Segovia in concert guitar works by the Chopin, Gauthier and Romance with the Symphony of the Air under Enrico Fossi.

SEGOVIA BLASTS PUBS

Continued from page 3

blew, professional managers should not be creating divisions in the music industry. He means they should come in with the music industry and offer ideas on how they might be. Should publishers do more or less than that, and in those cases I think that would be more or less than the. Bery's basic objection to the re- covery of the net profit type of operation practically every record he has to, since he has a long-time contract with a maximum amount of promotion and production costs laid on each disk.

His "b" percentage is remark- able, good, the last eight years (since the inception of C. F. C. S. label has only 136 singles, but 33 of those disk of the Billboard's best selling chart and sold in addition to the first of the 12 months Cadence has hit the "top 20" chart and three of which were owned by the Nine (the Everly Brothers) All I have to do is go to a million dollar seller and currently the record he record.

Bleyer opines that he maintains his "b" percentage by eight ma- terials to his current number of the minimum current list in- cludes only the Everly Brothers, the Chordettes and Andy Williams, of whom are on the charts right now and refusing to release a single until it involves a flock of "as- tronomical." There have been hearings by Bleyer's teen-age girls and their friends, repeated private sniping for himself, etc.
### C&W Best Sellers in Stores

**FOR SURVEY WEEK ENDING MAY 17**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Weeks</th>
<th>Last on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I CAN'T STOP LOVING YOU (BMI)</td>
<td>Don Gibson</td>
<td>1</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>I CAN'T STOP LOVING YOU (BMI)</td>
<td>Don Gibson</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WEAR MY RING AROUND YOUR NECK (BMI)</td>
<td>Elvis Presley</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DREAM (BMI)</td>
<td>Marty Robbins</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>STAIRWAY OF LOVE (BMI)</td>
<td>George Jones</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>THE BALLAD OF A TEENAGE QUEEN (BMI)</td>
<td>Johnny Cash</td>
<td>6</td>
<td></td>
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<tr>
<td></td>
<td>RIVER (BMI)</td>
<td>Jimmy Dean</td>
<td>7</td>
<td></td>
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<tr>
<td></td>
<td>JACQUELINE (ASCAP)</td>
<td>Bobbie Holman</td>
<td>8</td>
<td></td>
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<tr>
<td></td>
<td>LOVING THE SHADOW OF THE PAST (ASCAP)</td>
<td>Merle Travis</td>
<td>9</td>
<td></td>
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<tr>
<td></td>
<td>DREAM (BMI)</td>
<td>Hank Locklin</td>
<td>10</td>
<td></td>
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<tr>
<td></td>
<td>LITTLE MORE LIKE HEAVEN (BMI)</td>
<td>Hank Locklin</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CRYING OVER YOU (BMI)</td>
<td>Webb Pierce</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td></td>
<td>YOUR NAME IS BEAUTIFUL (ASCAP)</td>
<td>Carl Smith</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td></td>
<td>IT'S A LITTLE MORE LIKE HEAVEN (BMI)</td>
<td>Hank Locklin</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WHAT MAKES A MAN WANDER? (BMI)</td>
<td>Jimmie Skinner</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>GUESS THINGS HAPPEN THAT WAY (BMI)</td>
<td>Hank Locklin</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I CAN'T STOP LOVING YOU (BMI)</td>
<td>Kitty Wells</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SEND ME THE PILLOW YOU DREAM ON (BMI)</td>
<td>Hank Locklin</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td></td>
<td>YOU SHOULDN'T BELIEVE (BMI)</td>
<td>Hank Locklin</td>
<td>19</td>
<td></td>
</tr>
</tbody>
</table>

### Most Played C&W by Jockeys

**FOR SURVEY WEEK ENDING MAY 17**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Weeks</th>
<th>Last on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>JUST MARRIED (BMI)</td>
<td>Marty Robbins</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>WEAR MY RING AROUND YOUR NECK (BMI)</td>
<td>Elvis Presley</td>
<td>3</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>CURTAIN IN THE WINDOW (BMI)</td>
<td>Hank Locklin</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>GUESS THINGS HAPPEN THAT WAY (BMI)</td>
<td>Johnny Cash</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>I CAN'T STOP LOVING YOU (BMI)</td>
<td>Kitty Wells</td>
<td>6</td>
<td></td>
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<td>Marty Robbins</td>
<td>11</td>
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<td></td>
<td>ALL I HAVE TO DO IS DREAM (BMI)</td>
<td>Everly Brothers</td>
<td>12</td>
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<td>COLLEGE OF THE BLUES (BMI)</td>
<td>George Jones</td>
<td>13</td>
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<td>I CAN'T STOP LOVING YOU (BMI)</td>
<td>Don Gibson</td>
<td>14</td>
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<td></td>
<td>IT'S A LITTLE MORE LIKE HEAVEN (BMI)</td>
<td>Hank Locklin</td>
<td>15</td>
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### Reviews of New C&W Records

**“LITTLE” JIMMY DICKENS**

*I Got A Girl In My Pocket...* 1954

**COLUMBIA 41132**-A male with plenty of real flavor, Dickens’ vocal is backed with nifty guitar strolls. The whole thing is perfect, with sparkling guitar work to match. (Billboard, 6/25/54)

**DOC WILLIAMS**

*Old Country Home...* 1953

**DECCA 45437**-A strumming, country-styled piece that should sell well. (Billboard, 6/25/54)

**Personal management Robert Long Talent, Inc. 621 Exchange Building, Nashville, Tenn. Alpine 3-1354**

---

![Ballad and Beat](image-url)

**ALONE WITH YOU**

**EVERY TIME I'M KISSING YOU**
ON THE BEAT

**Continued from page 12**

term of established, hit-making indies, reaching a semi-major status at this point. But, both of which have had their share of hits, have eight current chart records between them, and, Cadence, with five, is second only to Capitol with six. On the other hand, some of the Indies that have shown no very hot pop chart days in the past, seem to have reached some sort of maturity in position where the four majors found themselves a few months ago, when everyone was talking about how the small "left hand" Indies were slowly murdering the big fellows.

Today's charts have their share of oldies, both of their first and second hits. But they are taking on a new life, with the kids being more who are doing better than a long time ago, because the Indies who were formerly doing all the murdering of the majors. Recently established theaters, each with a current hit, include Argo, Chappell, Arasin, Ferling, Laurie, Dektor, and Record Slum. Only in a couple of these cases, however, were the Indies coming from anywhere else body else. These outfits are making a lunge for the number one slot, choosing to go all the way with the property rather than sell it for a flat fee and hope that another company acquires partially for the diminished sales. And so, in this case, the Indies have bought masters. Perhaps these companies who have become the transit-}

**Reviews of New R&B Records**

**ON THE BEAT**

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**FOLK TALENT & TUNES**

By BILL SACHS

March, have finally produced one of the most exciting events that the can't-miss blues cut. The concert was started by the recently formed Chicago-based band, which brought together some of the city's top musicians.

**BECAUSE I'M A DREAMER** (Charleston-Tree, BMI) — Mary and Patsy — "The reason I'm a dreamer is that I'm living in one of the wildest, most incredible places on earth."

**DOWNTOWN WESTERN RECORDS**

**THE LOVIN' BROTHERS**

**JOHNNIE BAILIE**

**ROBERT CLAYTON** reports that he is the Desk Sergeant for the Royal Canadian Mounted Police in Washington, D.C. "I was asked by the M.P. to sign the register on my arrival in the building, when I saw a note on the desk which said, 'Mr. Clayton, please sign the register.'"

**GLEN CAMPBELL — "I've Got to Write This Song Down Before I Forget It"**

**WYNN PABST** — "I'm going to write about the love I have for my beautiful wife, Restie."
Dallas — A crowd booked by Music Corporation of America and produced by Hubert Castle of wire act fame, scored a smashing success in five Texas towns, the last of which was presented as a business builder for a Texas store chain.

In six days the circus played to an estimated 58,000 persons. Present in football stadiums, has been at the world-famous location, the show played Brownwood, Coleman, San Angelo, La Porte, and Austin.

The six-day engagement opened with a one-day basis and Aibileen for two days. According to the newspapers, a number of towns.

Persons making purchases of $30 or more at M System Store, the sponsoring chain, were admitted free. Johnny Hilt, of M's Dallas office, booked the circus, the first used by the chain, which formerly had presented a package of acts, some of them serial plays.

The success of the circus suggests that the chain may continue with a like show and also that MCA can extend its circus bookings under chain store sponsorship in other sections of the country.

BEGIN CAST

DANIELLE, son of Louise, The Great
LORD, recently married
SIR, the Great
LORENZO, the Great
TIPSY, The Great
THOMPSON, The Great
WILLIE, The Great

Philadelphia — Willow Grove Park is continuing its free circus show policy this season. The shows in the six-day period will be presented daily at 5 and 8 p.m. in the outdoor arena adjacent to the midway.

As contracts include Bertram and Betty Fox, acrobats; the Flying Foxes, aerialists; and the Swifts of Howard Street, and Pat Anthony's wild animal act.

The newly rebooked union of act, a favorite with customers will feature second week four nights a week. On Saturdays, the show will be set up for out-of-town shows, and in this way it is felt the class of patrons can be controlled by either extended or cut rates.

A new Hot Rod has been delivered by Hot Rod of New York, which has been acquired by Neil Kinsey of Country Island. The car will be equipped with Caterpillar, the park already had a log rolling Rides with the White, four bright wooden horse Carrousel, Pretzel, Airplane, Tumblebug, No. 1 Sienna, wheel chair boat ride, and seven kiddie rides, plus about 10 game concessions, seven eating areas, Arcade, show alley and a dancing gallery.

Several units will not operate this season. They are: The Sea Lion Pool, which will be overhauled for re-opening later this season as a restaurant, which may be converted into dinnerhouse next year to accommodate a production theater for a proposed theater-in-the-round. The 20-car Rides at Holiday World will be temporarily closed to the public for the season. The ride is now being converted to a restaurant and may also be used for entertainment purposes.

San Antonio Fête Yields $2,500 Net

SAN ANTONIO — Festa San Antonio netted approximately $2,500 from April's Battle of Flowers Festa week, but the operation is still $15,500 in the hole.

Aloha figures are not firm because of some outstanding bills, the Badenau Bros. wrote. TheBrains have been closed since Father's Day, but the operation is still $15,500 in the hole.

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Record 9 Bid for Allentown Talent

Extra Meetings Required: Work Set On New Offices, Press Headquarters

ALLENTOWN, Pa.—With nine grandstand organizations on hand at Wednesday (21), the Allentown Fair's committee members were compelled to delay until further notice their decision on this fall's entertainers. Additional meetings were scheduled for Saturday (23) and Monday (26) to weed out the propositions.

The program was overwhelming, and credits to two generally known names of today, to the one hand, the fair has employed three agencies for its grandstand in the last three years (George A. Hamill, Music Corporation of America and Willard Alexander). On the other, it has made no secret of its desire for a Western show.

The grandstand week is being broken down into three segments: Monday-Tuesday, Wednesday-Thursday, Friday-Saturday, One, two or three bookers or producers will get the awards.

Producers Listed

The following were at the fair on Wednesday: George Hamill Jr. of CAC-Hamill; Randy Avery of Businessmen's Association, Ed Robinson of MCW, Ward Beam with the Black Diamond Riders and other attractions, Les Wingett of B-L Ranch, Renee, Al Tannor of Al Tannor, Renee, Western producer Gene Madison, and a delegation from the Radio Cowboys Association who were assigned by RCA President Les Connolly.

On the ground, the fair is renovating the old secretary's office in its grandstand for a ground-floor press headquarters. All administration offices will now be located in the new press building. General Manager Ellery King explained also under construction are a new ticket office and a headquarters for judges and entry clerks.

The proposed book will follow on the heels of a Tuesday (27) meeting of all youth, agricultural, bowling and other groups involved in grandstands.

Liedtke extended his visit during his Florida vacation last winter, including the Florida State Fair in Tampa, the fair in Orlando, and to Sarasota, where a building for the fair is being studied with an eye to a similar area at the Madison County Fair in 1959. The midway award was settled several weeks ago in favor of the World of Mirth Shows which included an Indian Village among its attractions.

3-Show Crowds On Cristiani

SILVER SPRINGS, Md.—Cristiani Bros. Circus gave three shows to handle the crowds here on the second of a two-day stand (20-21). Two show and its time between the two downtown trucks was delayed on route. First day's afternoon show was canceled for 4 p.m. and was later but well attended. That night the show had about 3,000 people.

Second day had the street parade in the morning and big crowds followed. Afternoons were filled. Regular night show was a turn out of town and added to accommodate about 1,300 more people.

Among distinguished visitors were Dr. and Mrs. William Mann and Mrs. Jack Hill.

Circus is using a special tractor for handling the animals and with animal car's cages. The circus has been used as a combination forage and side show under a top top for all it is to contain. The separate menagerie and side show set-up is to be started at Philadelphia. Rumor Escora, formerly of Dr. Crooks, now has the Cristiani bill. Bill Valentine visited, his brother's thing here and took part in the performance.

Enolis, the show has strong houses at Charleston, W. Va. (10-14), better than half houses at Charleston, Pa. (15), and near-full houses at full houses at Greensburg, Pa. (10).

MOISEYEV SRO A MAIL-ORDER SALE TRUMPH

NEW YORK—One of the most impressive advances of the store is the Moiseyev Dance Company of Russia booked into Madison Square Garden for eight performances beginning June 20.

With a month remaining, all the 100,000 available seats are bought up except for $2 tickets in the balcony, and almost all sales were mail orders. Seven hundred waiting lists will be sold for each show.

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SELL MORE...

RIDES AND MAJOR EQUIPMENT

Going into the Fair Season and the busiest part of the Park and Kiddieland season, buyers are fully aware of the Rides, Canvas, Lighting Equipment, Seating, Ticket, Arcade Equipment, etc., necessary to produce MAXIMUM PROFITS.

WHEN DEMAND IS GREATEST

Thru The Billboard’s

SUMMER SPECIAL

DATED JUNE 23

DEADLINE . . . WEDNESDAY, JUNE 18

ARENAS & AUDITORIUMS

Show for Shows Planned: Calif. Idea; Aerial Arena

BY TOM PARKINSON

COMING UP AT THE New York Coliseum is a Show for Shows, the Editex Advisory Council’s eighth annual classic and exhibit. The event, combining entertainment, art exhibits, and the latest innovations in the amusement business, will display products from various manufacturers and suppliers.

The exhibit is designed to provide a platform for manufacturers and suppliers to showcase their products and services to potential buyers, who will be able to see the latest trends and innovations in the industry.

Two shows will be held at the Coliseum on June 23rd and 24th. The first show will feature the latest in aerial entertainment, including trapeze acts, acrobats, and aerialists, while the second show will showcase the latest in circus attractions, including trained animals, clowns, and stilt walkers.

This year’s theme, “The Spirit of Showmanship,” is expected to draw thousands of visitors from around the world, who will be able to experience the excitement and dynamism of the entertainment industry.

For more information and to purchase tickets, visit www.americanradiohistory.com/arenas-auditoriums.
Weather Cuts Into Business At Riverside

ACAWAM, Mass. — Wetness and cold have slowed deeply into Riverside. Park goers enjoyed an Easter Monday which heralded a strong season ahead. Weather was none too good over the holiday, but business was pretty good despite the handicap.

Turnout for the inaugural auto race meet, highlight of Saturday night operations at Ed Carroll's park, included 1,520 paid admissions, for the best opening yet.

The new Rotor and Scrambler have attracted pattern interest and publicity, and should roll up excellent grosses during the campaign, it is figured.

Trelle Rheda Circus, of Sweden, has been touring Poland and is to play Russia, including a Moscow stand in August. Circus will include an ice show section.

**H-M CIRCUS RODEO SET FOR BKLYN.**

Kochman Unit \nSports Affair Also on Top

NEW YORK—Four events are set for Ebbets Field this summer, including the annual appearance of the Hamild-Moscow Circus. Also on tap are the Jack Kochman Hell Drivers, opening the season, a rodeo, and a "sports carnival."

Kochman \nwill be for
Decoration \nDay weekend at prices of 60 cents to 50 cents for adults, and 30 cents for children. Shows will be at 3 and 6:30 p.m. over the three days.

Hamild-Moscow will have a $2.50 top price for its appearance, June 19 to July 12. It is understood there is no auspices involved in the date.

The Holon's World Championship of Jugglers is booked in from July 25 to August 3. Run by George and Frank J. Holon, it is strictly competitive in nature and will have $20,000 in prize money at stake. It carries the International Juggler Association label, which is distinct from the Rodeo Cowboys' Association.

The Sports Carnival is promoted by Bob Duk's gang, and home show producer, is affiliated with George Pass in operation of the ball park. Contest here is for winter, summer and water sports demonstrations by championship performers, with audience participation and commercial sales space. Kochman's unit will perform right on the ball park grass. He and assistant Bob Centro inspected the field two weeks ago shortly after the originally scheduled opener, the Dick Clark rock 'n roll show, was canceled.

**Tivoli Uses U. S. Ideas.**

COPENHAGEN—A feature at Tivoli this year is the new kiddie playground, built around ideas gotten during a tour of America last year. The park opened for its 116th season with a four-day record paid attendance of more than 213,000. Park opened on a Thursday and drew in 68,400. Last year the opener pulled 77,000.

The crowds start coming in well before noon to get a look at the new kiddie playground, just as unique as Tivoli itself. Director Heinrich Snagler and park architect Simon Henningson returned from surveys in America with a lot of ideas, which they turned over to a group of six well-known artists who supervised their plans and the construction of the different units.

The project has only one income producing unit—a large self-service beverage and food counter installed in a building under the playground which actually occupies a port of plateaus above ground. The area is made up of several tables, which are shielded with glass roofs, and a children's playground. It is typicall Danish but has considerable novelty and fantasy.

Johnny Marietta, Pittsburg, Kan., recently bought the air collapse and trail, boating the Tiger Bill Breed of Kansas City, Mo. to 1953-1954.

**Santary—Easy to Clean—Strong—Durable**

SHOOTING GALLERIES
And supplies for Eastern and Western Type Galleries. Write for new catalog.

W. H. TERPENING
11101 Madison St., Green Park, Calif.

**EVANGELIST**
WANTED
—He [or she] pastorate of a church in the West, should be trained, with experience, and have a word of faith and power. Literature and references. Address ANTHEM BOX 2, SIOUX FALLS, S. D.-

**ANALUMINUM TENT FRAMES**

NOW—EVEN BETTER!

With wideangle slanting legs for near vertical, but will not topple, Bulky blanket, Light weight and strong enough to bear the weight of heavy exhibits, all popular styles. Write or wire as shown below—Tent Sales.

Write or Wire as Shown—Tent Sales.

**SHOWER TENTS**

NABBY SOMMELIER
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Kansas City, Mo.
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**CENTRAL CANOPY COMPANY**

Evansville, Indiana

Largest Manufacturer of Tents in the East

That are always clean, sound and ready for immediate delivery.

\n
**UNITED STATES TENT**

AND AWNING CO. Established 1870.

Over 20 years of Experience.

Established 1870.

MAIN OFFICE & FACTORY: SARASOTA, FLORIDA

Circus — Carnival — Concession — Any Size — Any Type

UNITED STATES TENT

AND AWNING CO. Established 1870.\n
Over 20 years of Experience.\n
Circus — Carnival — Concession — Any Size — Any Type

UNITED STATES TENT

AND AWNING CO. Established 1870.
SOLD MORE...

FOOD
AND DRINK
EQUIPMENT AND SUPPLIES

Thousands of food and drink con-
cessionaires with Carnivals, Circuses, Parks, etc. know that more people
attend Outdoor Events and Places of
Amusement during July, August, September and October than in
all other months combined. These people
spend hundreds of thousands of dollars on food and drinks alone.

WHEN DEMAND IS GREATEST
Thru The Billboard's
SUMMER SPECIAL

DATED JUNE 23

DEADLINE... WEDNESDAY, JUNE 18

GOLD MEDAL PRODUCTS COMPANY
740 H. THREE STREET CINCINNATI 1, OHIO

- SAVE MORE MONEY
MAKE MORE MONEY
Subscribe to The Billboard TODAY!
CIRCUS TOURS

The Final Curtain

MICH.

County Fairgrounds for 60 years until his retirement in 1958. May 14. He recalled on
the day he left in 1958, "I worked in the front
and a daughter, Mrs. Clar Clark.

Carnival Routes

Alamo Expo: Trinidad, Colo., 26-28;
Mascot, Ind., 26-30;
Great American of Jersey City, N.J.,

Balder State: St. Cloud, Minn., 26-29;
Baker Colonial: Columbus, Ohio,

Beaver County: Center, Pa., 26-28;

Biscarck, N.D., 26-28;

Grand American: Keokuk, Ia., 26-30;

Green Tree: Williamson, W. Va., 26-28;
Grosvenor Caves: Lawrenceville, Ill.,

Hale’s Shows of Tomorrow: Kansas City, Kan.,

Hank’s: Chicago Co., Tranier, Pa., 26-30;

Heart of America: South Onondaga, N.Y.,

Hobart: Canton, Ohio, 26-31;

Homestead: Pleasant, Ill., 26-30;

June 1st, 26-30;

Kenly: Brooklyn, N.Y., 26-30;

Kings: Grinnell, Iowa, 26-31;

Kline: Caledonia, N.Y., 26-31;

Lemington: Chicago, Ill., 26-31;

Luna’s: Ravenna, Ohio, 26-31;

Manhattan: New York, N. Y., 26-31;

Marshall: Kansas City, Mo., 26-31;

Meridian: Ottawa, Ill., 26-31;

Michigan: Massillon, Ohio, 26-31;

Minnesota: St. Cloud, Minn., 26-31;

Missouri: St. Louis Park, 26-31;

Mort: Hollar, N. Y., 26-31;

New Jersey: Newark, N. J., 26-31;

New York: New York, N. Y., 26-31;

Ninety: New York, N. Y., 26-31;

North Dakota: Bismarck, N. D., 26-31;

Orono: Stockholm, Me., 26-31;

Ottawa: Chicago, Ill., 26-31;

Prairie City, Ill., 26-31;

Ritter’s: Inland Empire: Ontario, I., 26-31;

Sacramento: California, 26-31;

Shelby: Terre Haute, Ind., 26-31;

Shelbyville: Brownsville, Tenn., 26-31;

Sugar City: Superior, Wis., 26-31;

Wells: Chicago, Ill., 26-31;

West Virginia: Wheeling, W. Va., 26-31;

White Oak: Chicago, Ill., 26-31;

Whitehall: Glens Falls, N. Y., 26-31;

Withers: Muncie, Ind., 26-31;

Young: Oren, Utah.

Circus Routes

Adamson Bros.: Hannibal, Mo., 26-31;

Alaska: Anchorage, Alaska, 26-31;

American: United: Portland, Ore., 26-31;

Arvin: Arvin, Calif., 26-31;

Bill Haley & His Comets

Some Dates Available


Follow the Leader

Charles A. Lenz

Babydoll: Las Vegas, Nev., 26-31;

Balfour: circ. 26-31;

Bell: Sylacauga, Ala., 26-31;

Ben:...
Larger Wedgewood Features Top Rides

Oklahoma City — Expanded Wedgewood Village is seeking picnic lunches for its strong line-up of attraction with the slogan, "Let's Have a Wedgewood." Slogan leads off the promotion material which outlines the park as "a $150,000 employee to handle 1,500 persons hourly in the 500 location.

Featured rides include the Wild Mouse, the Roto-Jet, Auto Scooter and the Twister. Additional rides include Merry-Go-Round, Ferris Wheel, Pony Carts, Roller Coaster, Boat Ride, Handcar ride, Kiddie Whip, miniature train, Turtles, Racers and A-to-Z ride.

Achaleys include a miniature golf course, swimming pool with capacity of 1,000 people, 50-tee driving range, picnic pavilion with 300-person capacity, athletic fields and courts, 13,000 square foot arcade, Arcade building and 1,500 auto parking lot.

Park gets 15 cents for single ride tickets, or $1 for eight ride strips. Party rate is graduated to $1.35 per dozen tickets. Rates for renting the entire park are $300 hourly for up to 20,000 people and $750 hourly for more than 5,000 people. Sport's promotion pieces present them with six basic means that are available for picnics. These are scaled from 45 cents per meal to $3.10 per meal.

BOB-LO BUYING NEW DARK RIDE

Wedemeyer, Importing Phantom Express; Proposed Dock at Detroit Civic Center

Detroit — A new type of dark ride, the Phantom Express, was ordered from Eric Wedemeyer, ride operator, by a Bob-Lo dock last week. It is to be in service about July 4.

This will be the first ride of this type in North America, and will follow the precedent laid down when Bob-Lo bought a Wild Mouse—the first in America—and a Super-Satellite Jet from Wedemeyer.

Phantom Express is a two-story construction, with cars appearing and disappearing above the midway in a series of balconies on the upper level.

Bob-Lo also received tribute last week from Mayor Louis Mir-
CARNIVALS

MAY 26, 1958

COMMUNICATIONS TO 138 W. RANDOLPH ST., CHICAGO 1, ILL.

THE BILLBOARD

QUITTING THE ROAD

Wilcox Taking It Easy in Park Biz

Panama City, Fla. — Shaw Wilcox will follow the fashion this year with three fair dates, a week at the Beach in April and later in May, and a closing date in September. A 55th birthday and a prelude to the day when he will quit the road perhaps for good. He plans to close his 20 years of promoting country fairs.

A couple of years later he bought a Ferris Wheel and booked it east. He worked on Slim Spencer's shows and on the Ralph F. Gooding, touring and booking far to the west. He failed to profit thereby and returned to business practices of 1943, when he organized the PICHLAND Shows. Three years of promotions in amusement parks are now over.

The show is now being booked under the name of "Shaw Bros." Shows.

Most of his endeavors—loan of offices, groceries, lumber and building materials—have been sold over a period of time, with the idea of returning to the road. The show played extensively through Ohio, Pennsylvania, Kentucky, West Virginia and Ohio.

It has been his wish, he says, since he was a young rear guard man, to go into another line of work. Shaw Bros. Shows has been making Labor Day Fair regularly.

The fact, however, Wilcox says, the number of bookings were deliberately held back for health reasons. In future seasons he may go out with several rides but not likely as an organized show.

CARNIVAL OWNERS—OUTDOOR SHOWMEN

IMPORTANT NOTICE TO CARNIVAL OWNERS—OUTDOOR SHOWMEN

NO ADS TO BE ACCEPTED FRIDAY

On account of Memorial Day (May 30) the June 2 issue of the Billboard will go to press 24 hours earlier than usual.

Outdoor Show Ads must reach our Cincinnati office by

3 P.M., THURSDAY, MAY 27

We will not accept ads by mail, wire or phone on Friday morning this week.

CARNIVAL SEASON ENCOURAGING

FLOYD E. GOODING SAYS

10c Matinees Termed 'Biggest Yet';
Added Bargain Wednesdays Planned

Columbus, O. — "In encouraging."

Floyd E. Gooding, head of the Gooding Amuse-
ments, Inc., operator of amusement ride units, said he is pleased at the Gooding's summer

The show will be spotted on its opening in the lts, with midway events in front, laid out around the base of a football field.

In a late switch, the James E. crater Shows jumped to Utica, N. Y., last week instead of playing their second straight week in philadelphia. The lot at Butlerton and Kittanning was filled by Amusements of America, opening Cotman (20).

The Carnival show played on at the lot, with midway events in front, laid out around the base of a football field.

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Three units of this year, one which is managed by Pat Reithoffer, Jr., are operating in Pennsylvania under the senior Reithoffer and Bill Goodman.

"This is exciting."

The Orbust played on at the lot, with midway events in front, laid out around the base of a football field.

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The Carnival show played on at the lot, with midway events in front, laid out around the base of a football field. The show was spotlighted on its opening night.
WANT for KNOCKERS of PYTHIAS JUBILEE

Week June 2 to 7, Danville, Ky. Big Kids’ Day. 20,000 free tickets sold. Followed by strong first in Celebrations and the best 4th of July in Kentucky—Steams, Ky. 18 Fairs starting in July

CONCESSIONS—legitimate Stock Concessions of all kinds. Good opening for long range, Ball Games, Record, Feat, Bird Pitch. WILL ROCK RINGO FOR SEASON, MUST BE FRESH and NOT 100 or under. Find one that makes a jackpot on my territory is good for jackpot ringers and makes a long range. V. I. COULLier wants Agents for Rackets and Dice games.

SHOWS—MARKET, MONKEY or any Giant Show with own equipment. HAT CAT wants Dealer Player for Matinee Shows. SABBY & ANNETTE DAVIS. CONTACT JESSE FRENCH wants Girls for Girl Show.

FOR SALE—DUE TO NOT PUTTING OUT OUR SECOND UNIT THIS YEAR, WE HAVE THE FOLLOWING EQUIPMENT FOR SALE: SMITH & SMITH CHASSELINE, 22 FT. TOWER, SHOWCASE BIRD, WOODS & RICHARDSON 100 HP. BICYCLE c/940, KIDDIE ELECTRIC TRAIN, holds 30 kids, $500.00, KING WATER BOAT RIDE, COMPLETE EXCEPT TANK, $850.00, DIESEL LIGHT PLANT, 5000 CATERPILLAR, 90 Kw., PERFECT—ADD HAS 10 KW, small Gas Plant, both mounted in a special built cart, opens all around, $5,500.00. All shows price are for cash. NO PROPOSITIONS. MUST SHOW FRONT ON SPECIAL BUILT SEAT, 60 ft. PANEL FRONT, needs some winter repairs, $800.00

NOLAN AMUSEMENT CO.

CAPITAL CITY SHOWS

SOMERSET, KY.

WANTED

Experienced Long Range Sharing Gallery Operator to work Portable Carnival on a percentage. Gallery booked in Michigan.

KING AMUSEMENT CO.

Mount Clemens, Mich.
IMPORTANT NOTICE

to CARNIVAL OWNERS—OUTDOOR SHOWMEN NO ADS TO BE ACCEPTED FRIDAY

On account of Memorial Day (May 30) the June 2 issue of The Billboard will go to press 24 hours earlier than usual.

Outdoor Show Ads must reach our Cincinnati office by
3 P.M. THURSDAY, MAY 29

We will not accept ads by mail, wire or phone on Friday morning this week.

WANT YESTERDAY:—To-day's top story if you can keep Rides in first-class shape and show the importance of continuous treatment to children, outdoor showmen will have another good week. USE WHEEL, MAN EXCELLENT OPPORTUNITY FOR FRENCH, SHENANDOAH, HOPPEL, PANKS, McKINNEY. ADVANCE SALE TODAY PROMOTION...PAYOFF SPECIAL EVENTS...GIANT SEARCHLIGHTS...ASSURE CONCERNED OWNERS PLENTY OF PEOPLE. ALL COMMUNICATIONS TO

STEVE BECKER
HASTOWN, PENNA., THIS WEEK.
LAKE COLLEGE JUNE 2, AUSTIN, MINN., AND THE FOLLOWING ROUTE OF FAIRS.

Hutchinson, Minn., Water Carnival; Fargo, N. Dak.; Jamestown, Fassburg, Longmont, Hamilton, and the Winn, N. Dak.; State Fair; La Crescent, Wisc., International Fair; All Iowa Fair, Cedar Rapids, Iowa; Albert Lea, Minn.; Madison State Fair, Lincoln; Oklahoma Free State Fair, Waukegan, and the Tule Lake State Fair, Exposition, Tule, Okla.

SHOWS: Can place McDonald and any Crisp Shows of any size. RIDES: Looper, Trotter or any new or novel Rides. HELP: Town and Front Gate Men, two more Forever: with chauffeurs' licenses. Concession Men on all Rides. Phones: 600 for Great Combination Class and Fun House built on truck. CONCESSIONS: Can place a few more Hanky Parks, Class Pitch men.

JOHNNY H. TINSLEY SHOWS
Wants for Surfside Beach, S. C.

CONCESSIONS: Ag, Sales, Photos, Ice Cream Bar, Cotton Candy, Squeeze Box, French Fries, Reprint Photos, Magneto, Clinton, Shaw, Flinger, Concession Shilling, Concession Shiner, Concession Juke. Contact Johnny T. Tinsley, 900 W. Main, Surfside Beach, S. C.

JOHNNY T. TINSLEY SHOWS
Girls for Dancing and Poser Shows

Must be young and attractive. Want one Light, one Dark, one Jumbo, and one smaller. Want crest of Johnny Tinsley Shows. Contact Johnny Tinsley, 900 W. Main, Surfside Beach, S. C.

MELVIN SHAFFER
A Blue Arrow Shows, Lebanon, Mo.

TOWNS SMALL BUSINESS GOOD

Want a few more Concessions, Jugglers and Photos. Locations, Missouri, and elsewhere. Want for Crisp Shows. HELP: Town and Front Gate Men. HELP: Concession Men. CONTACT: MELVIN SHAFFER, 2404 N. Second, Springfield, Mo.

Wanted

Men Wanted with chauffeur's license, 16 to 20 up and down with other boys. 111-1/2 HP, Little beauty Murray and 1 or 2 side cars. Various Concession Shows. Must be clean. Must have chauffeur's license. Help: Town and Front Gate Men. Call Manager, NO.-SHOWS.

DANNY MANN
650 Kauffmann Bros., Hicksville, N. Y.

FOR SALE

World's most complete cinema equipment with two units of the Marklin Mark I. Write or phone.

WILLIAM EDMAN
210-1-550 S. Temple Pia. Phone: 41-2247

WANTED

Want Lebring Parkers and some new rides for state fair. NEW RIDE IDEAS WANTED - contact Chip Finley, 3308 N. 20th, Des Moines, Ia.

TIP TOP SHOWS

Contact: Mr. Young, 900 W. Main, Surfside Beach, S. C.

WILLIAM PATTON
2700 E. 60th St., Kansas City, Mo.

FOR SALE

A good, clean Concession for the city of Waco, Texas, $1,500.00. Help: Front Gate, Cashier.

Ralph C. Easteets
331 French St., Waco, Texas.
Rain Dogging

Continental Dates in May

HUDSON, N. Y. — Continental Shows drove rain last week, following a wet spell in Glen Falls the previous week. Rain in Glen Falls on two days but spared the Saturday (17) matinee, and as a result the week’s business was better than in 1957.

The show has been dogged by rain for several weeks as have most eastern units, with Bennington, Vermont, driving rain throughout the week. The spot shovowed profit, it is reported, but the break was hard.

Paul La Gross, general agent, was hospitalized for five days as a result of a self-inflicted gunshot wound while practicing his shooting act prior to the Bennington date. He has been working trick shooting ahead of the show and in an independent act in the winter.

Klein to Repeal; Ninth Year at Edgerton, Minn.

EDGERTON, Minn. — Klein Amusement Co. is at this location for the ninth consecutive year at the ninth annual Edgerton Dutch Festival and Minnesota Centennial Jubilee here July 16-17.

The event, which is sponsored jointly by the Edgerton Civic Club and Post No. 42, American Legion, has proved large each year. Night crowds of 20,000 have become commonplace. F. A. Peterson, general chairman for the festival.

Parades starting at 7:30 p.m. again will highlight both days. A variety of events are planned throughout the week. All events are to be held on the grounds.

NEED AGENTS

BURLINGTON, IOWA

TO BECOME an AMUSEMENT agent with I. M. Collette, 294 W. 72nd St., New York City. Positions available. All agents must have at least one year's experience in the business. Send name and address on first class postcard.

RIDE MEN—FOREMEN AND SECOND MEN

For Wheel, Need Man for Calendar. Must handle three factory models. Has wheel and drum, must be able to travel. Send photo and address. Must be strong. Will work steady. Must come to western region. Must stay at least one week each month. We will set up the equipment. Must live in Minnesota.

FLOYD KILE, Floyd 0. Kile Shows, Clinton, La.

WANTED

NEED AGENTS

FULLY EQUIPPED FOR SALE

200 W. 22nd St., New York City.

ROBERTSON & GIBSON

CARNIVAL EQUIPMENT

STEARER

Home Office: Stear; Phoenix, Ariz.

MAY 26, 1958

THE BILLBOARD

CARNIBALS

RAFT 29 Big Shows, Inc.
Now booking Shows and Concessions for
SOLANO COUNTY FAIR, VALLEJO, CALIF.
JUNE 20-24, INCLUSIVE. 10 BIG DAYS—10 BIG NIGHTS

Buying, selling, renting and leasing of all kinds of carnival equipment and supplies. Scientifically built, a good job.промышленная, притягательная. Real Carnival Shows for the East and Midwest.

Contact: STEARER

100 E. 30th Ave., Phoenix, Ariz.

LIONS’ CLUB FESTIVAL
5TH ANNUAL
MAIN ST.—JUNE 9 THRU 14—E. HARTFORD, CONN.
170 EXHIBITS—NOISE-SMOKING BAN—SEARCH—FIREWORKS—
MAN SHOWS—STRAWBERRY BASKET DRAW

WANT WANTED WANTED

Contact: STEARER

CRAB 29 BIG SHOWS, INC., 1976 N. Hollywood, Calif.

Write, Wire or Phone

NEW ENGLAND AMUSEMENT WANTS
KASTIENDA, MAZ, MAY 11; BURLINGTON, MAZ, JUNE 17

Coney Island of all Kinds. Pitches, Hoists, Pants, and Short Shoe Rides wanted.

Wants on all health and exhibition space available. Agent or Couple for Permanent Car, wants and manages own Concession. All details as agreed upon.

BREWSTER LINCOLN,

316 Market St., New York City

FOR SALE—RIDES & ORGAN

Large bell grand piano, baby grand, upright, 3 1/2' long, 6'10" wide, in beautiful condition. Price $500.00. Can be shipped to location. Send reasonable offer. 316 Market St., New York City.

J. A. JUNKET AMUSEMENTS

MAY 12-15, BURLINGTON, MAZ

NEW admits at $1.00. Open daily at 10 a.m. and close at 11 p.m. Phone: BUR 4-9305.

ATTORNEY GIRLS

For two city locations, one in large city, other in small town. Must be able to set up good promotional work. Small surplus and modest funds must be used. All details as agreed upon.

ALLAN SCOTT & BILL MORTON
P. O. BOX 1364, ORANGE, CALIF.

Page Bros.’ Shows

Want Rides and Haply Pants of all kinds, such as: Jewelry, Land Galleries, etc. Will pay a fair price for anything. Send photo and address. We do not mind you take our full charge. Also Collector for Pennsylvania.

BEE’S OLD RELIABLE SHOWS, INC.

WANT WANTS

Contact: Louis K. Bennett, Galleries, in participating. Offers help on all shows, and any help you can offer on this show. Phone: 482-7830, New York City.

FORDYCE MILER, Floyd O. Kile Shows, Clinton, La.

WANTED—AGENTS—WANTED

FOR A PROVEN ROUTE OF CELEBRATIONS AND FAIRS IN MINNESOTA.

Agenda for Picture Frame. Rackets, Sci Cape, Bill Box, Baseball Gloves, Tape, etc. Will pay a fair price for anything. Send photo and address. We do not mind you take our full charge. Also Collector for Pennsylvania.

WALTER C, HILTON, JENKINS, KY.

GEM CITY SHOWS

FRESNO and SANTA ANA, CALIF.

“GIRLS—4 GIRLS”

Girls—$30.00 per week, with or without rides. Want Semi-Track Drivers and Ticket Seller, $25.00 per week. Want Candy Pitchmen. Send photo dates in June and week.”

G. W. MILLER

4101 CHEIF MENTOR

NEW ORLEANS, LA.

NEW ORLEANS (June until June 1) then Bluffton, Ind., June 5-9

A. R. BRIGGS SHOWS

WANT Rides, Shows and Concessions

Drohndiv—arranged, etc. Send photo, name, address. No long distance telephone calls except紧急。Take special care to be sure you are writing to the right address. All those who have worked for me in the past know me by my name—A. R. BRIGGS. A. R. BRIGGS & J. T. THOMPSON, 4101 Peavey Dr., McIlhenny, Ohio, this week.

A. R. BRIGGS & J. T. THOMPSON, 4101 Peavey Dr., McIlhenny, Ohio, this week.

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A. R. BRIGGS & J. T. THOMPSON, 4101 Peavey Dr., McIlhenny, Ohio, this week.
R-B’s Boston Garden Date Shows Increase
Advertising, Publicity Increased; Capacity Attendance on Weekend

BOSTON—Ringling - Barnum Circus, which at the Boston Garden on Friday, June 11-14, will feature a performance, will again attempt to attract a large audience, and has placed approximately 90,000 patrons to put the gross a third up last on year’s effort. The matinee at 1 and the evening show at 5:15. The Saturday morning and afternoon show at 10:15 and 3:15. The seating is for adults and children better than half the area. The Thursday evening performances chalked up grosses chiefly because of promotional work among Boy Scouts, CYO, and other groups.

The concession and novelty bost-

PHILADELPHIA GETS CIRCUS CONCENTRATON

PHILADELPHIA—Circus executives from Chicago, Philadelphia, C. B. Foote Co. promotes the regular Light
to 5:45 for the Sunday (3). Hunt Bros.

CIRCUS REVIEW

By TOM PARKINSON

WICHITAM, Kans.—“Milles Bros. is being made a profit, a good profit, and one ahead of all of its, and good looking equipment on it. They have a good circus to keep at the Mills standards of recent years, with some of the newly im-
personalities. The seating is for adults and children better than half the area. The Thursday evening performances chalked up grosses chiefly because of promotional work among Boy Scouts, CYO, and other groups.

This was the show’s first stand in the Chicago suburb area this season. It is the territory thru May 31 and then goes East. It is the first show of the season in the Larcinie Chicago suburbs Covered by the plan.

Best Appearance

A new big top, a 120 with three 30’s, blue and pink, will grace that show will present the best appearance in Illinois this summer.

At this point, the show’s trucks are well painted. Seven-sea wagons do not only present a neat array of cars and chains but also eliminate some of the slanted paint that was suggested in the past year. Lighting is getting attention on the show now and the center ring is equipped with three-way units that bring light upward, downward, or in color. There is illumination without glare to the audience.

The seat wagons represent fur-
ther changes on the show. They have been reworked with about half as many wagons as usual. This year much has needed the need for performers to do more chair work by tying them with blue and white cloth. This means the show is more up-to-date on the most mornings and ready to roll quicker at night. They have added several important features that permit the show to move on fewer trucks and more easily.

The same basic show moved once on 44 trucks, last year, and will now be on 29, Co-Owner Jake Milles notes.

Outland Stakes.

Winning favor of Co-Owner Jack Milles is the setup by which the trucks of each show, these of these have been contracted so far this season, each for a flat fee. The show retains concessions, seats and midway and works out the bookings and expense of advance promotion. One of these sale dates is $257.00 for Edward, Foret, Ill. Another comes a couple of weeks later at a shopping center in Ohio.

Performance Highlights

Highlights include the performances by Cecila and Pedro, Jeanne Duc and Francow and Virginia the elephant. From the new imports resulting from the Mills Bros. European talent search, and the Open Buffalo shows and dancing in the rings. The Buffalo show is a popular favorite, as will also the pony drills worked by Edith and Sandra Bekovitz come third.

Centered around 1911

(May 1911 on page 5)

Tom Packs Reveals Route, Act Plans

Tom Packs to June 11-14 in the 15th annual show of Grand Ole-Language.

Route will be approximately the same as in past seasons, according to Pack’s acquaintances. The Space in the downtown, the show start the tour throughout the South in Illinois and throughout the area.

For the Pittsburgh Police Circus at Forbes Field, July 14-18, Tom Packs has signed Sky King and Perry, ABC TV performers. Part of Sky King is played by picture motion actor St. Louis.

The Sky King and Perry, ABC TV performers. Part of Sky King is played by picture motion actor of the Old West. To make the program, McCoy flew to New York on Sundays, while the circus was idling or making matinees only. His conversations on the air boosted Carson Barnes and circuses generally.

Missy’s offers are “pouring in” from people and pugent who want to know for TV and other uses.

Jack Moore, owner-manager of the circus, was quoted as saying business for the circus increased above the amount of the Barnes’ appearance on TV. McCoy reported his wife was returned to their home to be in charge of handling offers that are coming to the show and that show.

Roger and Barbara Towne enticed friends on the Ringling and Barnum Circus and tricked them that the circus will be hosts at their home in Buf-

CIRCUSES

SACRAMENTO, Calif.—Forth-

Polack Makes 7 Calif. Stands

SACRAMENTO, Calif.—Forth-

Wallace Title Used in Minn.

MINNEAPOLIS— "The Wal-

R-B Animals, Cages Arrive At Pawtucket

R-B, Animals, Cages Arrive At Pawtucket

PAWTUCKET, R. I.—Arrival

Pawtucket under a land-sea agreement with the city brought some surprises as well.

Two circus flat cars arrived with circus wagons attached, a rhino, hippo, two tigers and a baboon, all of which the city will keep for about 11 months, un-til housing will be found for all of its New York City engagement.

Also arriving were some polka bears, lions and a leopards the city purchased outright from the circus, the legion is said to be a specialty and a real circus the city will keep.

Also arriving were two circus flat cars to haul them to the city. The circus wagons did park.

Arrivals did include four men who had been with the circus and expected to be hired by the city. One of them, Joe Bane, was hired for a week to work zoo men.

The animals arrived in the city, but the circus wagons’ efforts began about 2 p.m., and by late afternoon one cage had been removed by the city and the other cages were left on the cars until the next day.

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ther changes on the show. They have been reworked with about half as many wagons as usual. This year much has needed the need for performers to do more chair work by tying them with blue and white cloth. This means the show is more up-to-date on the most mornings and ready to roll quicker at night. They have added several important features that permit the show to move on fewer trucks and more easily.

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(May 1911 on page 5)
McGrew in California

DIXON, Calif. — The McGrew Motor Circus was billed to appear in Dixon this week, according to reports distributed by Bill McGrew and uses automobiles in connection with acts. Last year its trailer was used in connection with a somewhat different type of show, which had the support of the Motor Motor Company. It is understood that this year the show is again opening under the pieces of local organizations instead.

SELLO BROS. CIRCUS

"America's Fastest Growing Circus"

Want

Man to take complete charge of all Cincinnati shows of the Sello Bros. Circus.

JAMES M. COLE, Manager

in Cincinnati.

PHONEMEN

Can please two Columbus. Also couple with car. Must be reliable and sober.

Athens 6-2232, Columbus, Ohio.

WANTED

Professional ad Phonemen for 10-O.P.

CHAIRMAN OF COMMITTEE

Arthur Thompson, 2007 N. W., Phone 4558.

Do business at the office.

PHONEMEN

OFFICE MEN - Good phonemen wanted immediately. Annual tickets and advertising. A good opportunity for Kansas City.

ROB BISSELL

2-PHONEMEN-2

Good deal. Year-round work. Pay every week. Must be reliable. Call or write.

Phone 4-2855 before 6:00 or after 7:00, please.

ROBY NELL

THE BILLBOARD

MAY 26, 1958

UNDER THE MARQUEE

By TOM PARRIKINSON

Pitino Del Oce, trapeze performer

who was injured in an accident while

supercapating, well, according to Tom

Sepeerd, San Antonio, who had been

engaged for the last two weeks. The

sustained a cut on one eye and frac-

ture of both ribs. Write both Sepeerd

and Bayou Circus, San Antonio, which

may be addressed at Starmead South-

San Antonio. They employ a baby in

October and plan to advertise it by mid-

December.

From Polack Bros. Circus, Kirks-

ville, Kan., . Ronstrom writes that Mrs.

Kate Hamerford was honored by her

family at the annual dinner of the

Mother's Club in Onslow.

TOM SMALLWOOD, who is
catching comics on the trail of the

Piedie Circus in the outskirts of Paris.

Jim Marine, Nino Rubino, and Tony

Vega have jammed up several more North

Carolina dates.

JAMES E. BUSEN, the

Advertisement was included in the

July 1, 1958 issue of the American Radio History.

2-PHONEMEN-2

Wants

R. H.-B.-R., 1520 Weeden St., Phone

76-1001. Has collected calls.

WRITE TO

KELLY & MORRIS

To enlarge Agency. Can use 15-Phone

Circus. Base in Dallas, Texas. Will

take all types of shows, including aerial.

No lorries. Want to enlarge Bill May

Aerial and Ground animals.

Have seen five or more five-horse teams

for barns. Have seen a five-year-old horse

for bareback. Washington, D.C.

3-PHONEMEN-3

Wants

Prospective Agency.

Tatum Bros. Combined

Tri-State Shows.

PHONEMEN

New York State Museum, Cooper.

July 1, 1958 issue of the American Radio History.

One Phone Num

For D.C. on straight Police Box

Phone: Carol Katsel, Nashville, Tenn.

Also one way to work in a small

town lived under the phone of

police station. No calls.

Telephone: 1-2-1621

Suite A.

KELLY & MORRIS

To enlarge Agency. Can use 15-Phone

Circus. Base in Dallas, Texas. Will

take all types of shows, including aerial.

No lorries. Want to enlarge Bill May

Aerial and Ground animals.

Have seen five or more five-horse teams

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for bareback. Washington, D.C.

3-PHONEMEN-3

Wants

Prospective Agency.

Tatum Bros. Combined

Tri-State Shows.
Ricky Nelson Gets Three Days at Det.

CHICAGO—Ricky Nelson has been parked for a three-day appearance at the Michigan State Fair, Detroit. He was scheduled to be at the Coliseum the closing Friday, Saturday and Sunday of the fair's run. Contrasted to appear on the same bill are the Petrelkats, with other acts still to be set.

Elledor Stacy of Music Corporation of America, who has been here, closed for McAra. Earlier, Stacy had set Tennessee Ernie Ford for the first three days of the Detroit fair. On the Erie Fiddel bill will be Molly Bee, the Four Peeps and other acts.

Molly Bee also was booked into the Lincoln, Ill., Fair for a one-day appearance August 3. Stacy also announced. Blue Baron's act will be on the same program.

Stacy also disclosed that he recently set Herbie Sherrin into the Greenville, Ill., Fair for one day. Baron's orchestra, Candy Candid and other acts will be on the same bill.

The Arkansas-Oklahoma Boton scheduled to open Monday (20) at

Record $75,345 Prizes Set For III. Home Show

SPRINGFIELD, Ill.—Premiums of $75,345, representing what is believed to be the largest purse by a livestock association to be offered at the '38 Illinois State Fair here, the horse show will be held each day of the 10-day fair in the coliseum which is being remodeled at a cost of about $500,000.

Entries in the eight horse classes will be $40,000, according to J. Ralph, peak, fair manager. Lang of Illinois livestock associations will receive $23,325 and Westerners will receive $7,800. A $5,000 winner's purse will be taken in eight classes will include roadster, middle and fine harness horses, Harness, Welsh and Shetland ponies, heavy harness, Morgan horses and Welsh ponies. The futurities will feature saddle and Morgan horses and Hackney and Welsh ponies.

Hube Young of Clarinort, Calif., and the C. P. G. Gilchrist, both of Lessington, Ky., will judge the shows.

Ricky Nelson

FOURTH TIME Predicted for Hambletonian

DU QUOIN, III.—Hambletonian officials said a second fastest track as a result of the resurfacing of the Du Quoin State Fair mile oval, where the $110,000 classic for three-year-old trotters will be held August 4.

An increase in the track grade will mean that horses will run over 100,000 cubic yards of southern Illinois clay, which required 500 tons of ballast and 1,000 tons of ballast and 1,000 tons of rock dust to be dumped next to the central turn.

Veteran harness horseman previous owner the Du Quoin track as the main track. Now, it is a standard width, with wide banked turns.

Because the clay is kept springless from the infield's lupine mixture, the track is speedier and often fast enough for the record two-minute mile of Hoot Mon in 1957.

Dixon, Calif., Sets New Gate Records

DIXON, Calif.—The three-day Dixon Fair May set a fair attendance record as well as the run, which ended here last Sunday (18).

Total attendance for the period was 31,114, shattering the previous record of 20,007 set in 1956. Fair was practically rained out last year.

Opening Friday (17), the event attracted an average of 46,000 to the best 1956 gate of 4,751.

Secretary—Manager Robert Mc

Cullin an entertainment program which included Rudy Bros. Circus on Friday, Bill McArd's Motor Thrill Circus on Saturday and a rodeo on Sunday. Fireworks on the closing day were prevented by Golden State Fireworks Manufacturers of Sun Valley, Calif.

Rudy Bros. drew fairly well at 9:30 p.m. on Saturday, with 90-degree heat. Playing in front of the grandstand, the show pulled the fair through the mud.

Free attractions included Larry Autrey's Circus, Dick Richards with his monkey, Charlie Joseph with his own unique hom, managed by Eddie Helfrich and featured on the midway. The show also included a fireman, the first, publicly, however, with good weather.

Fair publicity was handled by Joe Binkle, with area and metropolitan newspapers covering the section top coverage.

135 AT MEETING


WEST SPRINGFIELD, Mass.—Representative of the Western Mass. Fairs Association at the 20th annual meeting of the Hampden County Improvement League building here. One hundred and one members of the community and Orange fairs attended.

New president is Frank C. DeLong, who will serve as vice-president, Mrs. William Sponsor, Bernardino, is secretary of the organization.

Western Mass. Fair director and Chairman, will be announced by Kenneth G. Saxton, spectator of the New England Dog Show Assn. and of the Western Mass. Fairs Association.

Western Mass. Fair last year was announced by Robert L. Colson of the Franklin County Fair was announced by Robert L. Colson and his announcement was made by Robert L. Colson and his announcement was made by Kenneth G. Saxton, spectator of the New England Dog Show Assn. and of the Western Mass. Fairs Association.

Choice of fairs, selected as the winners of the first and second prizes in some New England dog shows added last year in Western Mass. Fairs Association.

On the table last year was the $5,000 prize, which is a large part of the 2,000 dollar prize given by W. E. Pease, Middlefield, supervised fair prize distribution.

SUCCESS STORY

Age 8, Savannah Growing Steadily

SAVANNAH, Ga. — The Coastal Empire Fair, after a seri


"FUNNY SAYINGS"

Gag Buttons Evolve Into Comic Card Boom

If a good gimmick comes along and it can be offered in variations, merchants become interested. The same is true of novelty names, slogans and labels. Many of the durable, long-time hitting lines, the ones that are still going strong, are the result of such promotions. For example, the "My God," Introducing the S.O.B. catchphrase from the Home Office with Special Prices, and then the twist to swearbox took on wider horizons with an abundant supply of slogans such as "All My Life I've Liked the Best," Next Week We've Got to Get Organized." Don't Say I Never Did But Everything for You Because I Haven't." If You Had It Last Night Then Smile, "A Fool and His Money are Soon Parted; Who Got Yesterdays?"

This kind of product was grabbed up by patrons and gave plenty of encouragement to still another twist, which was slogan imprinting on wall plaques and desk ends, imprints being inscribed on and around the slogans, some of which have natural suggestions for art work. Now the slogans are disconcerted forth in a new kind of glory, for gag button cards are being displayed in day-glow colors in both primary and pastel shades. They dress up a window or counter display and add momentum to their popularity, for the holder of an imput not apt to discard a postcard which looks like something of some value, since it comes in color.

The public's fancy for amusing literary departures knows no bounds, and a gag button has become a man's best friend, as many buttons with gag phrasing imprinted on them. Remember, these from others?

"DAD, I'm 18, I'm a Red Hot Mama. I'm Looking for Love, 'My Ever Present Love'..." Give Me an A Hitch to This Kiss; I'm Sweet. "Guess What's On My Mind." When I'm Full Send Me a Letter and I'll Come, They were party dandies generations ago and are still going strong with modern wording. Now it's "I Like it, I Like it." Something's Good, Our Sale is Anacronym, and others. Two-and-a-half-inch buttons with around 75 cents a dozen, larger ones, dozens for $1.50.

Display fun on your shelves or in a pretty good story, these days, all the items mentioned are getting steady play. Novelty items seem to come into buttons, pendants, and so forth. This season's slogan shows, "crying towels and aprons, it appears, with a wide choice of artwork and watercolors. The aprons, priced at around $4 to $7 a dozen, have such imprints as "To Hell with Housework," "What are You Doing?" "Don't Kiss Me--I'm Busy," "To Hell with Diet," "You Wash--I'll Hang," among others. These to a variety of bowls, mugs, rollers, swimming, bar, homespun, fringes, drinkers, fathers, places, firearms, lambs, monkeys, hunters, drivers, vacuumers, tourists, salesmen and many more.

Slogans and the support of a concept gets on board with all you can, while others are intelligent, clever, and inventive. Their novelty and phrasology have a strong appeal to the public and it is available for virtually every kind of character and situation.

PIPPES FOR PITCHCROP

By BILL BAKER

AFTER... getting the complete weather treatment in Florida during the last winter, Ben (Horshack) Meyers is in Virginia this season where he has encountered more of the same, which is now connected with Penn Premiere Shows,... all. Ben is well liked and is looking over some pitches from a number of his budding in the business.

Fire Years Ago

In Pitchcord

Carter's used show was operating in the Denison, Tex., vicinity, using sidewalk shows and performers in addition to the movies. After closing at the Holland Bowl, Miles M. Speedy Ross left for Chicago to do store Demonstrations until the fall season... Henry H. Va- ren of the C.R.S. organization was at the Hagans-Wallace Circus in Barberton, O., from March 3 to April 16. Greenfield was working in New York, along with Sol Addis. John Marks, a famous Cleveland radio gadget worker, was at it in his home in that city, but about ready to re-name operations, according to W. G. Bannard... D. R. Tyler was working the Morgan-Lindsay lives and dinner in Alexandria, La., with hats and jewelry. Also located in the store was James H. Fond, the store was A. (Jack) Beal with a French embroidery and rug segment. Beal was evacuating to a take-a-month vacation trip to the Missouri, Kentucky and Indiana.

Pitchhood: was expressing shock over the death of W. S. (Billy) Meier at his home in Dover, Gove County, Ill., at least almost. He had been widely known among carnival and circus folk, .. Big Al Wilson was at the Holland (Mich.) Tulip Festival following a good season in Indiana. Also in Holland were Kid Ward, the comic man, Walter F. Hurley, the fat man, Pat McDonald, and Glen Huebner who was usually Ill at a trailer camp in Oregon.

Hayes Griffith, of the old rep and the Hinkle Bros. of Fort Hill, Ill., joined Mrs. Pearl Barton's Ideal Novelty Co. of Baltimore, Md.,... Tony Duna was operating the

(Continued on page 66)
**This Week's Best Merchandise Buy**

**THE BILLBOARD**

MAY 26, 1958

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**SCHUMANN STARS HORSE DISPLAY**

**COPENHAGEN** — American circus with more than usual interest to Americans is Circus Schumann, which opened here recently and which predominated by home act that includes some of the world's finest performers. One of the Schumann men is Max Schumann, who owns the circus.

Show opened with four Stockwell Brothers, who were followed by a full-scale barrel-riding act, which filled the ring with excitement. The performers included Max and Viv Schumann, plus the Lippizans, an elephant riding a monkey, and a group of horses through a variety of acrobatic acts.

In the second half a big acrobatic act was added to the program, with a pair of large horses and riders, the act was a hit with the audience.

**WINNIPEG**

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**Schumann Circus**

**HORSE DISPLAY**

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**Winnipeg Runs Behind 1957**

WINNIPeG, Man. — Shrine circus here May 3-10 fell short of last year's attendance by about 800 people, but last year's total was an estimated 10,000.

Afternoon shows this time pulled 8,600, down from the usual 8,800. A morning show had about 5,600 in the 8,000-seat arena, with 8,000 in the afternoon.

The night attendance figures were 9,200 and 9,600, with 10,000 on two shows. The first show had 6,000, the second 6,600. Show is produced by Orin Davenport.

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Agents and Distributors

BARGAINS FROM JAPAN MANUFACTURERS

SUMMER SELL "K" SPECIALS

REGULAR CLASSIFIED ADS

TALENT AT LIBERTY ADVERTISEMENTS

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

RETAILER'S SPECIAL, FAST AND FREE

THE MARKET PLACE FOR BUYERS and SELLERS

Agents & Distributors

HULA HULA SHADOW DANCERS SELF-PROCLAIMED World's Fastest and Best Kicks! 2120 Broadway, New York 21, N. Y.

HULA STRIKE LADIES

IT'S "PI" PLANT LOGOS

FAMOUS MR. CLOSEOUTS

NEW WRIST WATCH RADIO VACATION BOOKS

JEWELRY CLOSEOUTS

SUMMER SPECIALS

Business Opportunities

Animals, Birds, Pets
COMING EVENTS

Arkansas
Crawfordsville-Crawfordsville Lions, June 23.

California
Los Angeles-Colorado Club, June 24.

COOKIES

Doherty Quits
Continued from page 92

his interest in youth groups and will visit for this reason. There is
strong chance he will affiliate with an American event if a
decision opportunity arises, he said.

The State post is director of the division of plant, pest control and
airs of the Department of Agriculture.

In another development in the beef, Dr. C. R. Grif-\n
well known in late circles, went into

Dorchester's Carney Hospital for

surgery last week. She has been

in the division for 17 years and

has been a valuable and able

worker. Also assisting Birdley will

be Alice Corbett.

Pipes for Pitchmen
Continued from page 63

Demonstration Sales Campaign in Chicago. . . . Johnny Barker, fame-

pitchman, was operating a record at Ferris, Ariz., who said he was

working the Hardin-Morton Shrine Show. At Albion, Ill., George

Macks, Carl Balmer, Ben Blainstein, Bob Davis, Terrible Tony, Roy

Sieg, George B. Guild and F. Har-

zel. All reportedly did good busi-

ness.

Success Story
Continued from page 92

ys, 10 years until, in 1950, the expanded

operation, with salaried directors, was

needed for added re-

venue. The lead of the Macon and

Augusta Exchange Clubs was fol-

lowed and a Savannah Exchange

Club Fair Association was estab-

lished.

In addition to Coleman, other

fair officials include: Secretary, Ed-

win F. Beale Jr.; corresponding

secretary, William Schadler,

president, A. M. Mollhenn; vice-

president, William E. Bentley,

R. E. Cull, E. McChlaun and H. C.

Morrison; vice-president ex-officio

statesman, W. F. Cox, and

George O. Parker, director,

W. R. Cogbill, H. F. Turner,

A. E. Ellis, Noah L. Alland,

Harrell C. Murray, George Tumble,

M. E. Thompson, J. M. Hart,

Ralph Thomas, Claude Sills, Troy,

Stradford and Hunter Leal.

Some of the committee chair-

men are Benton, Jaycees' sales;

Leat, publicity; Charles F. Morgan,

budget and finance; George For-

tner, improvements and mainte-

nance; Spahr, television; judging

front gate, Schadler; ground

rent and leasing, Harley C.

Morrison.

Roller RumblerS
Continued from page 54

The Wheeling, W. Va., Lions
Club has announced its plan for

the coming season.

They plan to sponsor a

Roller Skating Rink Operators

of America May 30-June 2. After

that it will begin preparing for

sledding operations, beginning July

18. During the warm months the

rink will only operate on Wednes-

days, Thursdays and Fridays night,

and it releases dress rules during

that period. It goes back to the

winter schedule shortly after Labor

Day.

Wholesale Lamp Shades
From 50c ON UP

Drums and Double Shades available in Fibre Glass, Painted and Plastic.

Variety of Colors.

Minimum order 5 dozen.

Terms: Cash or 70% deposit on COD. F.O.B. Chicago.

VISION LAMP SHADE CO.

8711 Exchange Ave., Chicago 14.

Phone: Elson 5-3727

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winter schedule shortly after Labor

Day.
$250 Winner Ball Ops Biggest Industry Threat, Says Raynor

Machine Giving Valuable Prizes Jeopardize All of Bulk Vending

A winner ball is generally either a plastic or striped ball sold to vending machines for a price. When prizes are used in connection with peri-

odically machines, the price of the prizes exceeds 6 cents per cent. subject to the $250 federal gaming device tax.

CHICAGO-—Bulk machines subject to the $250 federal gaming tax are the single most dangerous threat to the vending in-

dustry. This is declared Milton T. Raynor, legal counsel of the National Vending

Association, last week in expanding on remarks made at the government press conference.

The bulk vending industry is deter-

mined to stamp out the use of bulk vending machines, said Raynor, and subject the machines to the $250 tax.

The awarding of excess machine prices, whose retail price is less than the wholesale, is a nickel subjects a bulk vendor to a $100 federal tax.

Atta. Butts has informed mem-

bership on this aspect of winner ball

operations, it was learned that tests are afe for investigating and charging by some claim manufac-

turers and operators.

A word of caution is given to bulk vending operators are growing and present new threat to the bulk vending industry.

Most Dangerous

Machine within the $250 tax is potentially the most dangerous, says Raynor. A child is inclined to poke pennies into this type of machine, a not unlikely result

of a legal backing down the fear of parental protest. Such a child might get his fingers caught in types of bulk vending, only be-

cause he thought he was playing. Children's bodies might not distinguish be-

tween different types of bulk vending.

The most fragrant example of an er, in Chicago, is the man who attached a large display card directly on the Bulk Vending Raynor. The card often has relatively

expensive items (such as watch, etc.) mounted on it. It is learned that at least 8,000 distributors are using these winner balls, and over and again, it is violations of the Pure Food and Drug Laws, he continued.

These operators try to make this more expensive to the consumers Raynor, that they sell. They should sell a route of $250 machines as quickly as possible. Although it is difficult to estimate the number of operators and machines in the U. S. A., it is known that several specific trouble spots, situated for bulk machines successful in combating a very large operator of machines subject to the federal government.

Not only does such an operation defeat the law and abuse sanitation codes, but he displays a moral irresponsibility in the opera-

tion of machines that a young child is inclined to enjoy, he declared Raynor. In his convention speech, the chairman of the Ameri-

can Supply Association, said Raynor, the operators of the association using the $250 machines will be expelled.

Raynor said that this trouble spot in bulk vending has no direct connection with what he termed a bulk vending attraction.

In his speech, Raynor said that the operators of machines containing paper or plastic, and not under any undesirable elements to dodge anti-

gaming statutes. He referred to the bulk vending machines containing paper balls or plastic balls offering局部 advantages.

Operators of machines used for outright gambling purposes are petty bandits outside the in-

dustry itself, declared Raynor. Conse-

quently, the federal government has

nothing to hide.

Dollar Value of Vending Machines Shipments Hit $104 in May

Bulk Machine Deliveries Rose $66,000; Cigarette Vendors Jumpl $4.7 Million

By DELORES NEWCOMB

Shipments from confection and tobacco manufacturers of vending machines during May totaled $104.1 million, a 7.6 per cent increase over May shipments of $96.1 million in 1957, according to an American Production

Department's Census Bureau.

Shipments of bulk vending machines totaled $86,253 last year, with a value of $697,000. In 1956, ship-

ments of such machines were valued at $67,050, with a value of $631,000.

Shipments of cigarette machines increased to $18,050 in 1956 to $33,218 in 1957.

Number of stamp vending machines shipped last year was 9,052, valued at $454,000. This year, shipments of 10,111 units, valued at $479,000.

By Michael Donovan

Vend, U. S. Census Statistics Close

See separate story, this sec-

tion, for a complete rundown on the Census Bureau’s report on vending machine shipments for the vending and manufac-

turers during 1957.

WASHINGTON—Generally close agreement was reached amongst confection and cigarette vendors sold or shipped in May, 1957, as evidenced in statistics separately compiled by Vend magazine and the Department of Commerce and Industry.

Differences in statistics may be explained by the fact that whereas Vend’s report determined only those machines manufactured in the U. S., the Census Bureau included shipments, even to distributors shipped. Thus, ship-

ments were not limited to those included in the Census survey.

Vend’s study reveals that 60,000 bulk vending machines were sold in May while the Census Bureau found that 67,022 vendors were shipped during that year. For 1957, the Census Bureau figures are 65,000 and 68,283, respectively.

Cigarette Vendors

Vend’s survey includes figures on cigarette machines and are also in closer agreement for the year 1957. Vend reports that 102,000 machines were sold, while the Census Bureau last year shipped 101,000 units. A much larger discri-

nance is evident in figures while Vend found that 76,000 machines were sold, Census study indicated that 31,000 were shipped. It is interesting that whereas the Vend figures are based on the total number of machines, the Census study indicates that a total of 1,000 fewer bulk machines were shipped in the U. S. during May than Vend reporters indicated. This in-

surance survey found that about 1,000 fewer bids than the Census were shipped over the same period.

50,000 Drop

It is interesting to note that Vend’s annual survey of vending machines showed that 50,000 vendors were shipped (Continued on page 60)

BULK BANTER

Send your Bulk Banter items to the Vendor Editor, The Billboard, 188 West Randolph Street, Chi-

cago.

By FRANK SHIRAS

Fill charges are being neglected by some operators in Chicago, Ill., Denver, Des Moines and Minneapolis, Minn. He says that since there is no longer any charge for fillers charges, the due operators in the Chicago market, among them, are about $3 per day.

In New York, 6,000 bulk vending machines were shipped in May, 1957, compared to 7,000 in 1956. This year, shipments in this category totaled 11,491, missing 9,701, shipments, valued at $7,011,700.

In California, the number of bulk vending machines shipped was 15,090, valued at $15,876,000, compared to 15,090 in 1956. This year, shipments in this category totaled 11,491, missing 9,701, shipments, valued at $7,011,700.

Eppy Says Mfrs., Distribs in Accord

NEW YORK—Sam Eppy, sell-

ing as a representative for the chairman manufacturing industry, said that his group and representatives of distributor firms have worked out a price-cutting plan at the recent Miami convention.

Briefly, the plan involves the manufacture manufacturers with reduced prices for distributors for the Miami convention.

According to Eppy, suppliers of commodity vending machines, buying machines in large numbers are expected to cut prices to the distributors for the Miami convention.

Bills for COPS Service Route, CATCH EAGER BANDITS

PHILADELPHIA—Strung police can’t figure out how to nab slippery bandits who are holding service routes. Constant movement of service vehicles from place to place made a task-

ing impossibility.

Finally two detectives, John Egan and Herbert Rhoads, were sent out on the trucking service, finding the COPS Vend,

In Miami, the police, and Philadelphia police hoped that they would take a major step forward. Jack Even would solve the rash of hold-ups.

Expect Ike to Approve Postal Rate Increase

WASHINGTON—President Eisenhower was expected to sign a postal rate increase now passed by Congress last week. The President had not yet signed at the time these went to press.

Under the terms of the bill, first-

class mail would be increased 1.5 cent. First-class letters would cost

$0.06 from 6 to 7 cents and post cards would go from 2 to 3 cents.

Operators of stamp vending ma-

chines are no particular hardships the new rates, with the exception of the small mail. Feeling is that customers may bulk prices within the 3-cent premium for this class of mail. (The Billboard, April 25 and May 2)

Third-class mail, mostly advan-

tage, will be increased 60% per cent over a two-year period. First-class mail will jump from 8 to 9 cents to 9.7 cents.

Copo Springs Cig Tax Sets Record

COLORADO SPRINGS—An all-time high for the month of $270,000 for the first three months of the year indicates increased value of vending ma-

chines from a revenue standpoint of $1,000,000 over the same period in 1956. This year, shipments in densely populated areas of Colorado Springs are expected to reach $5,000,000.

According to the report, $3,000,000 of stamps on penny-a-pack cigarette packets, while $2,000,000 of $250,000 per month of vending machine license.

(Continued on page 70)
Get IMMEDIATE delivery of these KEENEY Vendors:
- 300-cp combinations
- Hot Coffee/Chocolate
- 500-cp combination
- Hot Coffee/Chocolate
- Snack Vendor
- "Ricicle" Deluxe Electric
- Cigarette Vendor
- Write for New Circulars and Easy Payment Plans

J. M. KEENEY & Co. Inc.
2400 W. 56th St.
Chicago 27, Ill.

$25 DOWN
Balance $10 Monthly

NO DELUXE
PENNY FORTUNE SCALE
NO SPRINGS
Large Cash Box Heads
$85.00 in Purses

WATLING Manufacturing Company
4650 W. Fulton St.
Chicago 44, Ill.
Est. 1919. Telephone: Columbia 1-2772
Chicago Adress: WATLING, Chicago

$250 Winner
Continued from page 68
these practices does not properly fall within the scope of NVA. According to the operation of this type of equipment has apparently developed within the last year to few, isolated areas. He knows of no area where they are currently being used.

Pleasant example of the bulk vending industry's determination to stand out users of the $250 machine comes from operators themselves, said Raynor. The most prevalent gross-cost complaints are directed at operators in different parts of the country who can not get the vendors of the $250 machine running their legitimate routes, said Raynor.

Vend, U. S. Close
Continued from page 68
flat, 50,000 fewer machines were on location during 1957 as compared to 1956. In 1956, 2,000,000 represented the on-location total. (See Vend's 1956 Market Data and Directory edition.) According to Vend, this surprising drop in machines on locations can be largely attributed to exposure and prosecution of illegal sky promoters. Thousands of machines have been pulled out of marginal locations in the recent past both by promoters, who will "established" routes, and to disillusioned purchasers, reports Vend.

Vend found that cigarette machines in operation increased by 80,200 during 1957, compared to the previous year, when 65,500 vendors were on location. In the same period the Vend study showed that 102,800 new machines were sold. (See above for Census Bureau figures.) This difference of 22,600 new cigarette machines sold and the lagging increase in on-location vendors is attributed by Vend to machine attrition. Thus, replacement of worn-out vending accounts for the vast majority of the 22,600 machines sold but not discernible in the increase of machines on location.

PROMPT SHIPMENT
to help you increase the "turns" on your investment.

8 COLORS
FLAVORS
to speed up your sales and increase your profits.

210-170-140 BALL GUM
SIZED CANDY
7/8" "KING" SOLID BALL SUGAR FREE

Now you can distribute WATLING's "KING'S" directly to your customers.

CRAZER COMB CO. INC.
1560 Orleans Street
East Orange, N. J.
Member of National Vendor's Assn.

New—For Additional Income ADVANCE AMO® HARDY POCKET COMB VENDOR
Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in vending. Provides a highly appreciated service and fits well in location with other vendors. 
Built to last, to deliver a comb for each coin deposited and is protected against mechanical defects.

SPECIFICATIONS
Bent and all metal components.
Size: 3 1/4 x 1 1/2 x 1/4.
Weight: 1.5 oz.
Comb: 3 1/4 x 2 1/4.
Comb insertion: 1 1/4 in.
Comb removal: 5/8 in.

PRICE OF MACHINE
10 Operation—Each

PRICE OF COMBS
1 to 1000, 15c each. . . .
1001 to 2000, 13c each. . .
2001 and up, 10c each.

Immediaty Delivery on Machine and Combs. Orders Today!
Write for information on other types of vending machines & merchandise.

J. SCHOENBACH
715 Lincoln Place, Brooklyn 16, N. Y.
CAPSULE CHALLENGE

Study 5c Charm Costs And Market, Says Op

Editor’s note: Leading distributors throughout the U.S. believe that use of the nickel capsule is declining. Many operators concern. (The Billboard, April 29, May 5.) Below is an article penned by a successful operator of nickel capsule, who feels that with care, they can be very profitable.

By Paul De Cotes

BINGHAMTON, N. T.—Nickel capsule merchandising can be both a profitable and an intriguing part of both vending operations. Although many may consider capsule vending to be on the downturn, the alert operator will accept the challenge and make capsule vending a lucrative part of his business. He will need to make a careful analysis of both his prospective customers and at the merchandising he chooses to employ.

Children are by far the largest buyers of nickel capsule items. There are a number of items that spend 5 cents for an item in a capsule. The capsule must be opened, and should receive their full money’s worth. This will assure the operator steady, repeat customers. And repeat customers are vitally necessary to a successful operation.

Merchandise Cost

An operator will have to spend considerable time in choosing what to offer for sale. If he can judge this up a little higher, his business will be more successful. With commodities usually figured at 20 per cent, operating expenses and profit will have to come from merchandise that offers an extreme value. If not, the operators wishes will be for less, otherwise be than what they give him.

The capsule itself should be of a quality that the buyer can open it easily, and should have a mechanism of the same, that it can be closed. It should also be a self-contained unit, and if it does not, it will be a penny in a machine next to it. To know just what children expect from a capsule, you have to talk to them. Ask yourself what you would like to ask in children. If you are new to this line of business, and are not sure of confidential and knowledge of how to meet them.

Good Stable Items

There are a number of good stable items available for capsule vending. Plated powdered eggs, for example. Most capsule manufacturers in the United States are aware of the changes in the style of styles and patterns. Kids love their toys, and can get different good items, including harmonious colored, non-dairy flavor, and handled jackknives, scissors and all.

Girls like earrings, “funny-fuzzy” pins, and other decorative items. A wide variety of items can be found in the magic and novelty line. A good, sturdy, better plated frames can be sold with key chains. The operator with capsule machines will have to keep an eye on the alert for new items. The better he succeeds, the faster his machines will empty.

The operator will have to examine his entire capsule vending outlet. With an illuminated display, he should be able to examine capsule vending an integral part of his entire vending operation.

Fishman Ties Vendor In

Growth of automatic cafeteria vending is growing with emphasis being placed on industrial plants as prospects. The strategy, according to William Fishman, president of NAMA, is to increase in numbers of workers per employee, and individual plants. The result will be that manufactory will make capsule vending more material. However, according to Fishman, capsule vending0 more material than that, and so far as capsule merchandising is concerned, is confined to Europe.

About 35 potential customers have been solicited for such an installation, he said. Fishman said, according to food in one of major problems faced by industry.

New Paper-Package Food Vendor By Jennings...

“Coast-All” name of new paper packaged food vendor, made by Jennings and Company, Chicago, to be available at local grocery stores at individual prices ranging from 5 cents to $1.47. Cans are made by National Registrars. Cans are made of cardboard and are opened by scalpel or knife. New paper, used in food industry, is believed to be easily removed and retain some of money.

Milk Vendors Doubled Over

3 Year Period Last 20,000...

Number of milk vending machines in Minnesota has doubled over a 3 year period from 802 to 1,500, between 1954 and 1958, according to University of Minnesota Agricultural Experiment Station in Columbia. Detailed report, entitled “Problems in Milk Vending” prepared by experiment station and consumption with growth of milk vending. Significant indicatons were that number of milk vending machines increased from 802 to 1,500 in 1952 to 1954, with 802 machines on location in later years. Milk vending stations increased to 1,175 in 1956 and to 1,390 in 1957. In 1953, 12 of the 808 machines sold an average of 1,100 pounds of milk.

British Firm Licensed to...""
BOSTON—The City of Boston’s figures on licensed picture and phonograph machines through the first nine months of 1958, while the number of automatic devices licensed dropped from last year’s level, will be revealed by the city commission this month. The report is expected to show a downward trend in the number of licenses issued during the first nine months of the year. The number of licenses issued is up by 169 over last year.

[See separate article on Boston License Bureau's annual report issued by the operators’ association’s counsel.]

Boston Juke License Totals Show ’58 Drop

JUKES DROWN OUT VIENNA BARREL ORGANS

VIENNA—The world of mechanical music is threatened by the large number of juke box machines, barrel organs, and guiro devices making them obsolete. Juke boxes, with their thousands of songs, are fast becoming a menace to the sale of music in general. A recent study by the Toilet Soap Manufacturers Association has shown that the number of juke box machines licensed in the city, in the year 1956, was 402. In 1957, there were 401 juke box machines licensed in the city. In the year 1958, however, there were 929 juke box machines licensed in the city. In other words, there has been a steady increase in the number of juke box machines licensed in the city, which is expected to continue to increase in the future.

WIS. OPS OPEN MEMBER DRIVE

APPLETON, Wis.—Wisconsin Music Merchants Association meeting held Tuesday, April 29, drew a fair attendance of Wisconsin operators. Several proposals were offered for an up-to-date minute on the music copyright fee hearings from president J. S. Petersen and a resolution from Mr. Wis, who had just returned from Washington D.C. Operators felt the decision had been made in favor of the MOA. A lengthy and interesting discussion on the various points on setting up accounting systems for MOA collections was held. The tax purpose was led by Harry Oats, United Sales Company, Green Bay.

MEMPHIS OPERATORS

MEMPHIS—Four top operators in Memphis agree that the sluffer hit list requires an operator to spend money because of the demand for a product at a profitable level. Whereas in the months before and following World War II a top hit stayed high on the average of three months and days and sells as a hit for much less—30 to 40 weeks—the average now is increasing but remains on top longer than 10 weeks.

Boston Juke License Totals Show ’58 Drop

MARCH 25, 1958

OAHU—The Music Guild of Nebraska operators meeting held May 34 and 25 in Norfolk, Howard Ellis, secretary-treasurer, announced that the owners of the Hotel Montella. The group with reports on the copyright hearings held in Washington last month also has the M0A convention. A report on the newly-former Omaha association will also be given.

A dinner will be held Saturday (May 6) at the business meeting Sunday (May 7) at the Hotel Montella.

Mass. Ops Map New Two-Case Court Fight

BOSTON.—A new plan of attack has been formulated in the Massachusetts operation of the American Federation of Massachusetts’ case against the City of Boston and the Commonwealth of Massachusetts on excessive juke box license fees. A new court date of May 15, 1958, was revealed at the monthly meeting of the Massachusetts Association of Music Operators, held in the Country Club Room in Newton last week.

In order to expedite matters, Harold Reisch, trial lawyer and Arthur Mayer, counsel for the M0A, said they had decided to notify the operators of the new court procedure, to reduce the conditioning of the licenses as they affect freedom of speech and expression and the other conditions on the licenses.

The litigation which has been going on for several years involves, at the moment, three separate suits. Against the City of Boston on the weekend $10 license fee, (2) against the Commonwealth of Massachusetts on the $10 license fee, (3) against the State of Massachusetts on the $10 license fee (and 400 hours or $500 yearly) Sunday license fee, (4) $2 per week (or $50 per year) Sunday license fee.

It has been announced that the movement is to bring attention to the fact that the operators have been paying too much for too long and to analyze it and try to move the cost upwards to the $400 rate. The operators have been paying more than $400 a month, in fact a little more than $400 a month. They have been trying to pay the $400 rate for months, and in the next few weeks, they will try to pay the $500 rate for the new licenses.

We select our records by re- view, but have been attempting to have the cases tried as fast as possible in order to reduce the burden of the licenses.
CHICAGO — The Wurlitzer Company announced that net sales slipped approximately 13 per cent for the year ended March 31.

Net sales were $83,028,711 compared to $77,964,285 for the previous year. The reduction was attributed to the recession.

Net earnings for the year were $1,918,692, equal to $1.18 per share of common stock.

There were 800,005 shares of common stock outstanding at March 31, 1958 or 24,300 more than at the previous year end, a company statement noted. Net earnings for the number of shares outstanding as of March 31, 1957 were $1,554,432 or $1.25 per common share.

78's Still Dominate
In N. Y. Resort Spots

BY AARON STERNFIELD
NEW YORK — The march of the 78's to the mountaintop is under way. Throughout the New York area operators are dusting off equipment, packing it in trucks and dropping it off in hotels, bungalow colonies and taverns in the Catskill Mountains.

While most of the year-round Catskill locations and the majority of the top summer stops offer 45 r.p.m. music boxes, the 78's outnumber the newer models in the Memorial Day to Labor Day establishments.

The reason is one of simple economics. On many locations a fully depreciated 78 machine can make money for an operator, where

Wurlitzer Net Sales Dip 13%
N. O. Jukes Vs. Recession

Legarde said the slump is so slight that it has not had an effect on the buying of new jukes or new records.

He said there has been some pressure from locations for a return to nickel play, but not widespread and mostly in colored spots.

Vincent Marcello of the Jefferson Music Company, reported his firm's contracts down approximately 5 per cent, and said it was nothing unusual, and attributed most of the decline to severe weather conditions during the winter.

"The decline hasn't been drastic enough to even consider a plan, such as point of sale display, to combat it," Marcello said.

Actually we aren't much below normal," he added, "and we feel that we will pull out of the slight decline soon.

Marcello said he has had no pressure at all for nickel play, better commissions or more records.

Music machine operator Earl Gore reported his collections down slightly.

"I'd say collections are down at least 2 per cent, maybe 5 per cent," Gore said. "It's worse than last year, but I think the weather has been responsible more than anything else.

Gore, a music machine operator in the New Orleans area for nearly 20 years, said he had no pressure from locations for any change whatever due to the slight decline in business.

"I don't expect any such pressure, I have been able to keep good machines and good records on the locations.

"And I have confidence in the country, and in the New Orleans area. Recession or not, I think we will snap back to normal soon.

Marks Tells Of Uk Ops

CHICAGO — Gordon H. Marks, of England's Phonograph Distributing Company, BAI-AMI distributor headquartered in London, told operators attending the final general business meeting of the MIA convention that "50 per cent of the juke boxes in England are operated by operators, only 1 per cent by locations themselves.

Marks said the usual commission arrangement is $14 from money and a 50-50 split.

He said that records used are both American and British, sometimes hit by the latter customers coupled with American tunes.

AMI Names
Kelsey SE Rep

CHICAGO — AMI, Inc., named George F. Kelsey district sales representative for the Southeastern area. Edward R. Ratafia, vice-president, made the announcement last week.

Kelsey, formerly field service engineer for that area, succeeded Joe Collins, who was recently named vice-president of AMI's new Chicago-based distributorship (The Billboard, May 19).

Kelsey joined AMI in 1954, held his first post since 1955.

Abe Malouf, owner of Malouf Music Company and LeFlure Music Company, Greenwood, says his business is off due to the crop failure last fall. He has a route at Natchez he bought a year or two ago which he is thinking of selling.

Joe Tietze, Greenwood Music Company, Greenwood, also reports his music and game collections off . . . E. J. Tiry are cleaning equipment in readiness of bigger spring business.

STOMPING IN SCARSDALE
Westchester Ops Hold Annual Dinner Dance

SCARSDALE, N. Y. — The Westchester Operators' Guild has hit on the happy formula for running a successful annual banquet. The ingenuity is an extended cocktail session before the dinner, a good meal with libations on the table, just a few good entertainment acts, a full house but not an overcrowded one — and no speeches.

For the seventh consecutive year the Westchester group followed this formula, and nearly 400 persons turned out to enjoy the festivities at the Holiday Inn here Tues.-

day night (20).

Guests and their wives dined to the strains of the Lester Lasky octet, put away a 'root beer dinner,' and relaxed to enjoy the floorshow hilariously emceed by Jackie Wakefield.

Guest List

The guest list read like a 'Who's Who' of the coin machine industry.

Among the distinguished visitors were:

Art Gurley, Ballie Manufacturing Co.;

dorde Babb, AMI, Jack Garela, Stevens & Doin, Inc.;

Philip Blatt, Meyer and Blatt, Inc.;

George Layton, Palace Cafe;

Fred Bandy, Seeburg; George Power, African Restaurant; Harold Rosenberg, Harolds Bakery; Harold Seidling, Deluxe Book Shop;

Robert Wyckoff, Wyckoff Theater;

Gus Mersey, M. O. A.; John Robini, Royal Book Shop;

Fred Blatt, Parcel News, Inc.;

Mike O'Neill, Sanctuary;

Tony Costello, Castle;

Paul B. Ketch, LeSueur & Garsky, Inc.;

Ralph Babb, Babb; Herman Goodwin, Goodwin & Goodwin; John Blatt, Blatt; Ben Lee, Lee;

Steve Rosenthal, Rosenthal & Berman;

D. V. Grote, Grote;

A. J. Tait, Tait; Thatcher & Grand; H. A. Harris, Harris;

R. T. Moore, Moore;

A. J. Tait, Tait & Co.;

H. T. D. Blatt, Blatt;

D. V. Grote, Grote & Co.;

Tom Seligson, Seligson & Seligson;

Joseph Savino, Savino;

Harry Blatt, Blatt;

D. V. Grote, Grote & Co.;

H. T. D. Blatt, Blatt;

D. V. Grote, Grote & Co.;

H. T. D. Blatt, Blatt; Sale.

Also, Leo Rast, Henderson Music; Hardy Blatt, Blatt; H. A. Saks, Saks, Saks;

H. A. Saks, Saks;

H. A. Saks, Saks;

H. A. Saks, Saks;

H. A. Saks, Saks;

H. A. Saks, Saks; Directors:

Frank Parnell, treasurer;

Harold Rosenberg, vice-president;

Bernie Ackerman, secretary; Moshe Rosenberg, president.

 operations.

On the board of directors are:

Jim Smith, Pete Rossano, Nathan Kadish and Harold Rosenblum.

Committee chairman for the afternoon session.
Coinmen You Know

New York

By AARON STEINFIELD

Los Angeles

By SAM ABBOTT

By BARON LATIMER

By CAMERON DEWAR

By JOHNNY BARKER

Denver

Now at your Ad distributor’s-

 Ops Urge Route Upgrading

People in a position where we must find additional income because we already operate at dime plan with 25-cent expenses, and it takes all of our high costs of operations.

Blatt also hits at the problems of dealers in the current period of introduction of new equipment, and the pressure this causes the distributor level to modify the machines:

Another point is the move to a new box opera tor’s troubles is the usual cycle of the manufacturer continually turning machines with the latest and greatest equipment. The distributor, after the dealer has bought the machine, is left to make every possible means to dispose of it. The answer, the net result being that operators are being encouraged with more and higher payments.

As a result of the steady movement toward volume, top machines are being placed on secondary locations at unprofitable rates.

Farm prices and railroad and other costs are rising. While he cannot determine for Ford Weale, of King City, Missouri, whether 1938 will be better, he feels, "In the very near future, however, he points out that not only is the cost of goods rising, but the demand has shown steady decrease because of the depression in the industry. This will, no doubt, mean a corresponding increase in costs for the future. In the meantime, continued operation on nickel pay because there is a demand for the new equipment at 5 cents. Weale also charges that his margin will be reduced by a 5-cent nickel and makes it possible that comic machines on nickels increased and more service is required than ever before. He finds the lack of certainty distressing.

Business conditions exist locally accounted for the operators’ views of what 1938 will bring. The improved machine has brought new ideas to the market in 1937, and this is going on.

More Ark. Ops.

Continued from page 71

Delores Bohker, Booker Amuse-ment Company, Bill Poland, Poland Amuse-ment, Frank Cartiller and Lloyd Barber, B & G Amusement Company, N. E. Thorne, Adams Amusement Company.


George Sammons, president of Sammons–Pennigton Company, who has been working with Mutual Radio Corporation in the past several years on dime plan, was here last month on dime plan. The manager of Mutual Radio, Don Jackson, told the group how the public relations department for this company has been doing an excellent job of public relations, and that. He told the group how the public relations department has been successful in getting the name of Mutual Radio into the public eye in the past three years. After speaking of the various aspects of the company’s business, Sammons also discussed the issue of the changing nature of the public, and how this has affected the company’s strategy. He concluded by stating that Mutual Radio is well on its way to becoming a household name, and that the company’s future looks bright.

(Continued on page 81)
MAY 26, 1958

The Billboard

Music Machines 75

Doing Well
Thank You!

Model 1464—Compact 120 Hi-Fi Selection

ROCK-OLA

...the newest member of the famous ROCK-OLA Family of Coin Phonographs has captured the Industry by storm! Now—EVERY PUBLIC PLACE BECOMES A POTENTIAL MUSIC LOCATION thus giving birth to brand new profits for Operators.

Can be mounted directly on a wall
Can be mounted on a floor stand
Can be mounted on counters
Can be used as a built-in hideaway

On View only at Your ROCK-OLA Distributors! See It Today!

Rock-ola Mfg. Corp., 800 N. Kedzie, Chicago 51

www.americanradiohistory.com
Chicago Opts Stifled By Licensing Clamp
City on Warpath Against Games Lacking Metal Tags; Ops Claim System to Blame

By KEN KNAUF

CHICAGO—Game operators here feel that they are being harassed by a city government bent on eliminating such games as coin-operated pinball machines.

The game in this case is an all-or-none deal. If the city successfully outlawed all games played with balls and having ball pockets whether they be designed for purely amusement.

The law, in this case, is also a licensing ordinance which sets an annual $35 fee on each game on location, whether it is put into operation in January or in December. The operator who buys a new game in December and puts it on a location, must pay the $35 fee on every game, or buy a new $35 license again in January. This is the law. The letter of the law. A full complement of 30 inspectors of the city's officer, support-

Knoss Charges

Teamsters With

Hlegual Pickets

NEW YORK—Ray Knoss, local game and music operator, has filed a complaint against Local 209 of the International Brotherhood of Teamsters, charging that the local picketed his locations illegally. Also named as a defend-

Ops Sue Location

In Alleged Game

Contract Breach

NEW HAVEN, Conn.—The owner of a New Haven restaurant has been named de-

Return 91

Pins to Op

PORTLAND, Ore.—Operator of the last operating pinball ma-

H. Morris Named

By N. Y. Mechanics

NEW YORK—Harold Morris this week was elected president of the PINBALL MACHINE MECHANICS Association. The group, which has grown over the past few years to include 1,250 members, is composed of technicians who service, install, repair and maintain pinball machines. The new president, a well known pinball designer, is in charge of the association's pinball magazine, which is published two times a year.

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As has the city's other two unions—Local 100 and Local 105—Teamsters was represented by Peter R.defaulted.

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Return 91 Pins to Op

PORTLAND, Ore.—Operator of the last operating pinball machin-
# Coin Machine Price Index

How to Use the Index

**HIGHS AND LOWS** Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised each week at least 10 times for the period shown or at least 5 times together with a computation based on an annual average.

(For 16-week period ending with issue of May 19, 1958)

**PRICES** given in the Index are in no way intended to be "standard," "national," or even an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy reference for the price situation and, because price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

**MEAN AVERAGE.** The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level, being obtained by dividing the sum of the average between the "high" and "low." High and low prices are obtained by averaging the highest and lowest price level at which most of the machines are advertised for. Therefore, when a price is marked "50," it indicates the "low" is a unique price probably for "unsold" or "distressed" equipment.

## MUSIC MACHINES

<table>
<thead>
<tr>
<th>Machine</th>
<th>High</th>
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<td><strong>320 El Dorado</strong></td>
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<td><strong>550 Flying</strong></td>
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## FOLDERS

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<td><em>120</em></td>
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<td><em>320</em></td>
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## PINBALL MACHINES

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**AMUSEMENT MACHINES**

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## SHUFFLE GAMES

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## ROYAL FAMILY

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## CARNIVAL GAMES

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## SPECIAL MACHINES

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## DOUBLE SCORE

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## CROSS-TARGET DELUXE

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</table>

## CROSS-CROSS DELUXE

<table>
<thead>
<tr>
<th>Machine</th>
<th>High</th>
<th>Low</th>
<th>Mean</th>
<th>A.V.P.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cross-cross deluxe</strong></td>
<td>$150.00</td>
<td>$100.00</td>
<td>$125.00</td>
<td>$125.00</td>
</tr>
<tr>
<td><strong>Cross-cross deluxe</strong></td>
<td>$150.00</td>
<td>$100.00</td>
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</tr>
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<td>$125.00</td>
</tr>
<tr>
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<td>$150.00</td>
<td>$100.00</td>
<td>$125.00</td>
<td>$125.00</td>
</tr>
</tbody>
</table>

## SEASONAL DELUXE

<table>
<thead>
<tr>
<th>Machine</th>
<th>High</th>
<th>Low</th>
<th>Mean</th>
<th>A.V.P.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Seasonal deluxe</strong></td>
<td>$150.00</td>
<td>$100.00</td>
<td>$125.00</td>
<td>$125.00</td>
</tr>
<tr>
<td><strong>Seasonal deluxe</strong></td>
<td>$150.00</td>
<td>$100.00</td>
<td>$125.00</td>
<td>$125.00</td>
</tr>
<tr>
<td><strong>Seasonal deluxe</strong></td>
<td>$150.00</td>
<td>$100.00</td>
<td>$125.00</td>
<td>$125.00</td>
</tr>
<tr>
<td><strong>Seasonal deluxe</strong></td>
<td>$150.00</td>
<td>$100.00</td>
<td>$125.00</td>
<td>$125.00</td>
</tr>
</tbody>
</table>

## FEATURE DELUXE

<table>
<thead>
<tr>
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<th>High</th>
<th>Low</th>
<th>Mean</th>
<th>A.V.P.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Feature deluxe</strong></td>
<td>$150.00</td>
<td>$100.00</td>
<td>$125.00</td>
<td>$125.00</td>
</tr>
<tr>
<td><strong>Feature deluxe</strong></td>
<td>$150.00</td>
<td>$100.00</td>
<td>$125.00</td>
<td>$125.00</td>
</tr>
<tr>
<td><strong>Feature deluxe</strong></td>
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<td>$100.00</td>
<td>$125.00</td>
<td>$125.00</td>
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<td>$150.00</td>
<td>$100.00</td>
<td>$125.00</td>
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</tr>
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</table>

## 8 PLAYER (U1/151)

<table>
<thead>
<tr>
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<th>High</th>
<th>Low</th>
<th>Mean</th>
<th>A.V.P.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>8 player (U1/151)</strong></td>
<td>$40.00</td>
<td>$30.00</td>
<td>$35.00</td>
<td>$35.00</td>
</tr>
</tbody>
</table>
Spring Ups Output of Games

CUT WALBOX COSTS

with Irving Kaye’s MELODY TOWER!

shuttleboard and three new kiddie ride models.
Among the bowling models are three ball bowlers, three compact gun bowlers, two coin-operated machine-type bowlers and one shuffle bowl.

Shuffle Bowl

Over the past few months manufacturers have introduced several new types of bowling games, for the purpose of getting a better handle on the market. However, ball bowlers, shuffle bowlers and more of the new compact bowlers of various types are sure to keep coming, both probably at a reduced volume.

Springs Ups Output of Games

• Continued from page 76

Shuttle Bowl Deluxe

Shuttle Bowl Deluxe 8 Player (1/53)
Shuttle Bowl Deluxe 6 Player (1/53)
Shuttle Bowl Deluxe 4 Player (1/53)
Shuttle Bowl Deluxe 11 Frame (1/53)
Frisco Frame (1/53)
Shuttle Bowl Deluxe (1/52)
Safeguard Deluxe (1/52)
Dart King II (1/52)
Barker Deluxe (1/52)

OPS Sue Location

• Continued from page 76

February 30, 1957, the parties entered into a contract under which the defendant would install, operate and service three five-cent machines at the defendant’s place of business. The plaintiff agreed to pay the defendant 50 per cent of sales made through the amusement game machines, it is further noted in the complaint that the plaintiff would not provide the defendant with games to be installed at the premises and would not install the machines. The complaint adds that the defendant also agreed to pay for any damage to the machines.

Prospects are that still more different types of bowling games will be bunched throughout the summer, with some of the new centers creating a steady volume demanded from the market. However, ball bowlers, shuffle bowlers and more of the new compact bowlers of various types are sure to keep coming, both probably at a reduced volume.

All the news of your industry every week in The Billboard

MAY 26, 1958

Springs Ups Output of Games

CUT WALBOX COSTS

with Irving Kaye’s MELODY TOWER!

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MAY 26, 1958
Shuffle Saves Time Test

- Continued from page 76

One of the many places where shuffleboard is played is at the Balboa Yacht Club in San Diego. A club member is shown here during a game.

Shuffleboard has been a popular pastime for centuries, and it has been played in various forms all over the world. It is estimated that there are over 4 million players in the United States alone.

The game involves two players who take turns sliding pucks across a table. The goal is to slide the pucks as close as possible to a target area, which is typically a small rectangle or circle.

Shuffleboard was first played in the United States in the early 1800s, and it quickly gained popularity among the general public. It was played in public places such as saloons, billiard rooms, and even on ocean liners.

During the early 1900s, the game became even more popular, and it was played in public settings such as parks, beaches, and even on the sides of ships.

In the 1950s, shuffleboard became even more popular, and it was played in various forms, including indoor and outdoor games.

Today, shuffleboard is still a popular pastime in the United States, and it is played in various forms, including indoor and outdoor games.

There are many different variations of the game, including singles and doubles, and it is played in various locations, including parks, beaches, and even on the sides of ships.

Shuffleboard is a fun and exciting game that is enjoyed by people of all ages. It is a great way to spend time with friends and family, and it is a great way to get a good workout.

The game is also a great way to develop hand-eye coordination, and it is a great way to improve physical fitness.

Shuffleboard is a great way to have fun and to get a good workout, and it is a great way to develop hand-eye coordination and physical fitness.
May 26, 1958

**AMUSEMENT MACHINES**

---

**IT'S HOCKEY!**... for a change!

IRVING KAYES
Super Jumbo Hockey and Super Hockey (2.

---

**'57 Shipments Hit $104 Mil**

- Continued from page 99

value was set at $5,314,000 last year. The value of $5,853,000 was an earlier year.

**Beverage Decline**

Shipments of cop soft drink ma-

chines (pennies) totaled 16,818 last year, with a value of $6,92,000. In 1959, shipments in this category were 17,872, with a value of $9,05,000. Shipments of other beverage vending machines (including fruit and vegetable juice) increased 1,801 in 1959, with a value of $1,083,000. A year earlier, ship-

ments totaled 2,501 and were valued at $1,439,000. Candy vendors shipped in 1957 totaled 27,934, valued at $17,621,000. A year earlier, shipments totaled 22,272 and were valued at $15,502,000. Packaged chew ing gum vendors shipped last year totaled 19,001, with a value of $888,000-a big jump from the 7,343 shipped in 1957 and valued at $583,000.

**Other Categories**

Shipments of all other vending machines-including super, cigars, coin changers, combos, cosmetic, pencils, newspapers, etc.-totaled 88,403 last year, valued at $2,510,000. In 1958, shipments in this category totaled 61,074 and were valued at $2,423,000. Statistics according to Census, include reports from "all known manufacturers of these products." Figures on quantity and value of shipments represent "shipments from the reporting establishment, including products shipped on consignment." Census says, dollar values are "f.a.b. plant after dis-

count and allowances, and exclude freight charges and excise taxes." Comfortable data for early years are not available.

Big gain was also noted for ship-

ments of hot food machines. In 1957, shipments totalled 7,280, with a value of $3,045,000. A year earlier, shipments totaled 5,437, with a value of $1,084,000. Sandwich and pastry machines shipped last year totaled 11,759, valued at $2,097,000. A year earlier, shipments totaled 10,510 and were valued at $2,097,000.

Ice cream machines shipped last year totaled 3,086, valued at $2,473,000. In 1956, such ship-

ments totaled 5,348, valued at $3,489,000. Shipments of goat, cracker, and biscuit machines dropped slightly, too. In 1957, shipments in that category totaled 3,594 with a value of $707,000. A year earlier, shipments totaled 19,825, with a value of $3,502,000. Total of ice vending machinery shipped last year was 4,986, with a value of $1,023,000. A year earlier shipments totaling 407 valued at $1,818,000.

---

**JOE ASH JOES:**

**OPERATOR MEMBERS ARE SAVING HUNDREDS OF DOLLARS THROUGH My "Game of the Month Club"**

If you're a member of ATRA, you can't afford to miss it... the **SPECIAL Game of the Month Club Prices**! Just send us your name and address on company letterhead. We'll do the rest. The membership will guarantee you hundreds of dollars in savings every year. Your membership will save you thousands of dollars in savings every year.

---

**ACTIVE AMUSEMENT MACHINES CO.**

Be *First With First!*"
IMAGINE! A MONKEY SEALED IN A SPUTNIK AND ORBITED AROUND THE WORLD

William's MANUFACTURING CO.
4342 FILLMORE ST.
CHICAGO 34, I1L.

Bilotta Keglers Win Tournament
UTICA, N.Y. — The Newark (N.J.) Bilottas, a bowling team sponsored by John Bilotta, New York State Worllder distributor and game jobber, won first price of $1,000 in the Mohawk Valley five-man handicap tournament held here Sunday (12).

The team, one of the top-rated in New York State, finished in the money at the National Tournament in Tyrone and finished first in its league.

Jack Shawcross, Bilotta's office manager, said his keglers would bowl any coin machine team in the nation on a home-and-home basis.

SLATE TOPS
 stained
REG. PRICE $69.50
NOW JUMPER POOL 32" x 48" $42.50 4 or more $27.50
REG. PRICE $50.00
6 POCKET 35" x 67 1/2" $65.00 2 or more 65.00

Rumque pool tops are covered with Imperial Racketball billiard cloth and with colored bumper. $89.00 6 Pocket Top Covered with Imperial Racketball billiard cloth. $75.00

IMMEDIATE DELIVERY - CREDIT TERMS - 10% down, balance on delivery.

COMPLETE STOCK AT BILLOTTA BILLIARD SUPPLY CO., 115 EAST 70TH STREET, NEW YORK CITY. All items shown are the property of the Bilotta Company. All rights reserved.

Jackson, Miss.
Frank Steel, Steel & Hume Company, Clarksdale, seen cleaning equipment and making up around it. He says he finds that always picks up business. - Joe P. Laverne, Laving Music Institute, Clarksdale, has his brother Charles running the route for him while he's around ground and plants. He looks forward to a good crop.

In the mail.

New England's week-end was a windy one, and the July 4th holiday was celebrated with great enthusiasm.

The Bostonans had a good time, and the New Englanders had a great time.

Music

SEEBURG V-200's * $545.00 EA.

PRICED TO MOVE FAST

$395.00

ATLAS SLASHES PRICES!

music

SEEBURG V-200 $395.00
SEEBURG 100A $245.00

KEYCEN LEAGUE LEADER
Sensational Basketball Game
Player ACTUALLY HITS BALL!

45 RPM CONVERSION FOR H-100A $69.50

Exclusive Seeburg Distributors

A Quarter Century of Service
ATLAS MUSIC COMPANY
2120 N. WESTERN AVE., CHICAGO 47, I1L. U.S.A.

Visit our ARCADES at the 1958 BRUSSELS WORLD'S FAIR

WE WILL TRADE

Skippy Tarote Bulls
FOR YOUR

Little Bally Ringers
Ripley and Believe Shuffel Alleys

WRITE OR CALL TODAY!

Cuba, MARION

International Scott Crosse Company
SCOTT CROSS COMPANY
232 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
Bittmahan 6-7712

Exclusive Distl. for Bally in Pa. and Ohio and Geat-Ohio in E. Pa., So. Jersey and Del.

COINMEN YOU KNOW

continued from page 74

... he is pushing heavily with weating these days and believes he can make big strides with the West cusp of coffee obtainable in a machine. At any rate, he's had success with high quality.

Making the society column last week with an announcement of her engagement was the daughter of Alice Redi, of Reddi Distributors. She is Vinnie Lynn and the intended young man is John Todd Copland, of Cambridge and Harvard, Mass.

Sales Manager Bob Jones, swinging around the territory, reports a big demand on some new games.

Marshall Gour at Trimount says interest is high in the anticipated arrival of a recently introduced cigarette machine and is going on with energy and his garden and is the proud owner of a new power mower. He was president of the Canadian Henleak he planted this week. Don Zeddle, of Providence, R. I., and Bert Tutocette, of Williamsville, shopping around for business.

(UWELL)

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Boston Juke

*Continued from page 71*

with the expensive permit. He must purchase a new one for another location, with no refunds. There is also a $50 license charged by the Commonwealth for weekly operation.

For pinball machines, the report showed this year’s figures had risen to 201 for the first five months. There were 532 last year and 613 in 1957. The license fee for the machines was raised from $30 to $35 in 1957, giving an income of $19,920 for 1957 against the 1956 income of $18,000. So far this year income stands at $14,925.

The upward trend in pinball machine permits was at variance with the avowed intention of the chairman of the Licensing Board, Clarence R. Elam, who took over toward the end of 1956. At that time he stated that he intended to take a closer look at the pinball machine situation and intended to issue fewer permits.

However, after a good deal of trouble with gambling charges, some of which involved liquor, operators began policing their locations with greater energy. Distributors promised to co-operate with the board and the law enforcement authorities and pledged that they would not put new machines into the intention that they be used for purposes of gambling. Such violations have been fewer in Boston recently.

The board also reported that there were three shooting galleries in the city in 1956 which paid a fee of $50 each. The license had dropped to one in 1957. Before issuing a license of this type, the board requires that a $5,000 bond be posted, and if filed with the City Clerk to cover personal injuries. There are still three Arcades in the city but only one this year still has the shooting gallery.

**WANTED!**

United—Bally—Chicin SHUFFLES
AMI—Seeberg PHONOS
Bally BINGOS

**CASH OR TRADE!**

**Boston Juke**

*Continued from page 71*

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chicago coin's 2-PLAYER
Rocket Shuffle

ALSO AVAILABLE IN A 1 PLAYER MODEL

- CAPTIVE BALL ACTION GIVES PLAYER EVERY THRILL OF SATELITES TRAVELING THROUGH SPACE! ALL BALLS LAUNCHED FOR MAXIMUM ACTION!
- NEW METHOD OF SCORING WITH CAPTIVE BALLS: 3 balls in row - 4 in row - 5 in row - 4 corners diagonals score double!
- PLAYER DETERMINES WHEN AND IF HE WANTS TO ACCEPT IN LINE BONUS SCORE OR CONTINUE TO PLAY FOR A HIGHER BONUS SCORE!
- AVAILABLE IN REPLAY OR REGULAR MODELS... REPLAYS AWARDED FOR HIGH SCORE!

2 RED-HOT ATTRACTIONS!
FOR GREATER PROFITS

chicago coin's
NEW ELECTRONIC MARVEL
BATTER-UP

WORLD'S FIRST Lite-O-Matic BASEBALL GAME

- Player Experiences Every Thrill - Every Action Of A Real Baseball Game! Being Pitched... Being Hit... Being Caught!
- 3 dimension players and green plexi-glass play field simulate a realistic "Big League" baseball diamond!
- Player by skillfully hitting home runs to all 3 fields gets extra bonus runs!
- Animated players on back-glass actually run bases! Previous models not available in Replay or Regular models! 3 outs per 10c game!
- High Score feature!

chicago coin machine
1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of Chicago Dynamic Industries, Inc.
Bally SPACE GUNNER

FAST ACTION! FAST EARNING POWER!

STARTS FIRING AUTOMATICALLY UPON INSERTION OF COIN
No Triggers to Pull
RAPID AUTOMATIC FEED OF PLASTIC BALLS—FASTER THAN ONE BALL PER SECOND

Fascinating New
ATTACK ALERT MANEUVERS
Mystery Sequence Scoring

POSITIVE ACTION BALL-GUN NO AIR
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COMpletely ENCLOSED HEAVY CRYSTAL GLASS SHOW-CASE 
NO OPENINGS

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IT'S FUN!

Today, satellites are big news. Cash in on this tremendous publicity with Bally's new SPACE GUNNER—a spectacular new skill game that is destined to become the hottest money-maker in years! Packed with action... loaded with play appeal. Bouncing, ricocheting Sputniks command attention, attract play. Space gun begins firing when dime is inserted and continues to fire for one full minute. Play sequence moves thru ATTACK, to MANEUVERS, to ATTACK, to ALERT. Sequence keeps repeating... providing fast action and exciting fun trying for high score. Location tests have already proved SPACE GUNNER a terrific profit-maker. Get your share... see your Bally distributor now!

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